

# George John

## List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

30  
papers

9,100  
citations

27  
h-index

31  
g-index

31  
ext. papers

9,670  
ext. citations

6.5  
avg, IF

6.01  
L-index

#	Paper	IF	Citations
30	Understanding Value-Added Resellers' Assortments of Multicomponent Systems. <i>Journal of Marketing</i> , <b>2016</b> , 80, 76-91	11	1
29	A theoretical and empirical investigation of property rights sharing in outsourced research, development, and engineering relationships. <i>Strategic Management Journal</i> , <b>2013</b> , 34, 1065-1085	5.2	29
28	Transaction Cost Analysis in Marketing: Looking Back, Moving Forward. <i>Journal of Retailing</i> , <b>2010</b> , 86, 248-256	6.5	25
27	When Should Original Equipment Manufacturers Use Branded Component Contracts with Suppliers?. <i>Journal of Marketing Research</i> , <b>2009</b> , 46, 597-611	5.2	91
26	Strategic Fit in Industrial Alliances: An Empirical Test of Governance Value Analysis. <i>Journal of Marketing Research</i> , <b>2005</b> , 42, 346-357	5.2	100
25	Information Processing Moderators of the Effectiveness of Trust-Based Governance in Interfirm R&D Collaboration. <i>Organization Science</i> , <b>2003</b> , 14, 45-56	3.6	166
24	Experimental Evidence for Agency Models of Salesforce Compensation. <i>Marketing Science</i> , <b>2000</b> , 19, 348-365	3.6	30
23	When Does Vertical Coordination Improve Industrial Purchasing Relationships?. <i>Journal of Marketing</i> , <b>2000</b> , 64, 52-64	11	176
22	Governance Value Analysis and Marketing Strategy. <i>Journal of Marketing</i> , <b>1999</b> , 63, 131-145	11	246
21	Understanding Institutional Designs within Marketing Value Systems. <i>Journal of Marketing</i> , <b>1999</b> , 63, 115-130	11	27
20	Understanding Institutional Designs within Marketing Value Systems. <i>Journal of Marketing</i> , <b>1999</b> , 63, 115	11	52
19	Understanding Cooperative Advertising Participation Rates in Conventional Channels. <i>Journal of Marketing Research</i> , <b>1997</b> , 34, 357-369	5.2	95
18	Variations in the contractual terms of cooperative advertising contracts: An empirical investigation. <i>Marketing Letters</i> , <b>1995</b> , 6, 15-22	2.3	43
17	Measurement Issues in Research on Inter-Firm Relationships <b>1995</b> , 531-554		7
16	The Governance of Exclusive Territories When Dealers can Bootleg. <i>Marketing Science</i> , <b>1994</b> , 13, 83-99	3.6	93
15	Do Norms Matter in Marketing Relationships?. <i>Journal of Marketing</i> , <b>1992</b> , 56, 32-44	11	1332
14	Unbundling of Industrial Systems. <i>Journal of Marketing Research</i> , <b>1990</b> , 27, 123-138	5.2	65

13	Alliances in Industrial Purchasing: The Determinants of Joint Action in Buyer-Supplier Relationships. <i>Journal of Marketing Research</i> , <b>1990</b> , 27, 24-36	5.2	1120
12	Performance Outcomes of Purchasing Arrangements in Industrial Buyer-Vendor Relationships. <i>Journal of Marketing</i> , <b>1990</b> , 54, 80-93	11	879
11	Unbundling of Industrial Systems. <i>Journal of Marketing Research</i> , <b>1990</b> , 27, 123	5.2	53
10	Performance Outcomes of Purchasing Arrangements in Industrial Buyer-Vendor Relationships. <i>Journal of Marketing</i> , <b>1990</b> , 54, 80	11	705
9	Alliances in Industrial Purchasing: The Determinants of Joint Action in Buyer-Supplier Relationships. <i>Journal of Marketing Research</i> , <b>1990</b> , 27, 24	5.2	932
8	Salesforce Compensation: An Empirical Investigation of Factors Related to Use of Salary versus Incentive Compensation. <i>Journal of Marketing Research</i> , <b>1989</b> , 26, 1-14	5.2	204
7	Salesforce Compensation: An Empirical Investigation of Factors Related to Use of Salary versus Incentive Compensation. <i>Journal of Marketing Research</i> , <b>1989</b> , 26, 1	5.2	128
6	The Role of Dependence Balancing in Safeguarding Transaction-Specific Assets in Conventional Channels. <i>Journal of Marketing</i> , <b>1988</b> , 52, 20-35	11	852
5	An Empirical Investigation of Some Antecedents of Opportunism in a Marketing Channel. <i>Journal of Marketing Research</i> , <b>1984</b> , 21, 278-289	5.2	597
4	Effects of Organizational Structure of Marketing Planning on Credibility and Utilization of Plan Output. <i>Journal of Marketing Research</i> , <b>1984</b> , 21, 170-183	5.2	145
3	Effects of Organizational Structure of Marketing Planning on Credibility and Utilization of Plan Output. <i>Journal of Marketing Research</i> , <b>1984</b> , 21, 170	5.2	103
2	An Empirical Investigation of Some Antecedents of Opportunism in a Marketing Channel. <i>Journal of Marketing Research</i> , <b>1984</b> , 21, 278	5.2	418
1	The Reliability and Validity of Key Informant Data from Dyadic Relationships in Marketing Channels. <i>Journal of Marketing Research</i> , <b>1982</b> , 19, 517-524	5.2	386