Greg W Marshall

List of Publications by Citations

32 papers	**1,644** citations	**20** h-index	**40** g-index
46 ext. papers	**1,856** ext. citations	**4.2** avg, IF	**4.6** L-index

#	Paper	IF	Citations
32	A meta-analysis of the relationship between organizational commitment and salesperson job performance: 25 years of research. *Journal of Business Research*, **2005**, 58, 705-714	8.7	276
31	The evolution of the seven steps of selling. *Industrial Marketing Management*, **2005**, 34, 13-22	6.9	179
30	Revolution in Sales: The Impact of Social Media and Related Technology on the Selling Environment. *Journal of Personal Selling and Sales Management*, **2012**, 32, 349-363	3.4	136
29	Sales force use of technology: antecedents to technology acceptance. *Journal of Business Research*, **2005**, 58, 1623-1631	8.7	109
28	The Current State of Sales Force Activities. *Industrial Marketing Management*, **1999**, 28, 87-98	6.9	104
27	A meta-analysis of the relationship between sales orientation-customer orientation (SOCO) and salesperson job performance. *Journal of Business and Industrial Marketing*, **2007**, 22, 302-310	3	92
26	Workplace isolation: Exploring the construct and its measurement. *Psychology and Marketing*, **2007**, 24, 195-223	3.9	79
25	Ethical Ideologies and Older Consumer Perceptions of Unethical Sales Tactics. *Journal of Business Ethics*, **2007**, 70, 191-207	4.3	61
24	Hiring for success at the buyer–seller interface. *Journal of Business Research*, **2003**, 56, 247-255	8.7	60
23	An empirical investigation of technology acceptance in a field sales force setting. *Industrial Marketing Management*, **2005**, 34, 407-415	6.9	60
22	Exploring internal customer service quality. *Journal of Business and Industrial Marketing*, **1998**, 13, 381-392	3	54
21	Workplace Isolation, Salesperson Commitment, and Job Performance. *Journal of Personal Selling and Sales Management*, **2008**, 28, 67-78	3.4	51
20	Social media and related technology: Drivers of change in managing the contemporary sales force. *Business Horizons*, **2015**, 58, 45-55	10.1	45
19	Total Quality Management and Internal Customers: Measuring Internal Service Quality. *Journal of Marketing Theory and Practice*, **1996**, 4, 36-51	2.2	42
18	Lone Wolf Tendencies and Salesperson Performance. *Journal of Personal Selling and Sales Management*, **2007**, 27, 25-38	3.4	36
17	Perspectives on Selling and Sales Management Education. *Marketing Education Review*, **2002**, 12, 1-11	0.8	33
16	(Re) defining salesperson motivation: current status, main challenges, and research directions. *Journal of Personal Selling and Sales Management*, **2018**, 38, 2-29	3.4	24

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15	The Scholarship of Teaching in Sales Education. *Marketing Education Review*, **2005**, 15, 1-10	0.8	23
14	Understanding the History of Marketing Education to Improve Classroom Instruction. *Marketing Education Review*, **2015**, 25, 159-175	0.8	21
13	The moderating effects of gender and inside versus outside sales role in multifaceted job satisfaction. *Journal of Business Research*, **2014**, 67, 1850-1856	8.7	21
12	Increased Engagement or Reduced Exhaustion: Which Accounts for the Effect of Job Resources on Salesperson Job Outcomes?. *Journal of Marketing Theory and Practice*, **2016**, 24, 249-264	2.2	20
11	Reexamining gender issues in salesperson propensity to leave. *Industrial Marketing Management*, **2002**, 31, 599-607	6.9	19
10	Teaching Selling and Sales Management in the Next Millennium: An Agenda from the AMA Faculty Consortium. *Marketing Education Review*, **2001**, 11, 1-4	0.8	19
9	Linking Performance Outcomes to Salesperson Organizational Citizenship Behavior in an Industrial Sales Setting. *Journal of Personal Selling and Sales Management*, **2012**, 32, 491-501	3.4	17
8	Personal Selling in Retail Settings: How Does the Internet and Related Technologies Enable and Limit Successful Selling?. *Journal of Marketing Management*, **2002**, 18, 301-316	3.2	17
7	Tracking and Updating Academic Research in Selling and Sales Management: A Decade Later. *Journal of Personal Selling and Sales Management*, **2010**, 30, 253-271	3.4	13
6	. *Journal of Marketing Theory and Practice*, **2019**, 27, 282-297	2.2	11
5	Sales scholarship: honoring the past and defining the future (Key takeaways from the 2018 American Marketing Association Faculty Consortium: New Horizons in Selling and Sales Management). *Journal of Personal Selling and Sales Management*, **2018**, 38, 413-421	3.4	8
4	Toward a framework for mixed-gender selling teams and the impact of increased female presence on team performance: Thought development and propositions. *Industrial Marketing Management*, **2019**, 77, 4-12	6.9	7
3	Creating research collaboration among the global community of sales scholars: key takeaways from the 2013 AMA faculty consortium. *Journal of Personal Selling and Sales Management*, **2014**, 34, 232-239	3.4	3
2	Risk taking in sales-force selection decisions: The impact of decision frame and time. *Psychology and Marketing*, **1995**, 12, 265-285	3.9	3
1	Antecedents leading to perceived franchise support. *Journal of Marketing Channels*, **2018**, 25, 157-169	0.4	1