

Greg W Marshall

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.

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	. <i>Journal of Marketing Theory and Practice</i> , 2019 , 27, 282-297	2.2	11
31	Toward a framework for mixed-gender selling teams and the impact of increased female presence on team performance: Thought development and propositions. <i>Industrial Marketing Management</i> , 2019 , 77, 4-12	6.9	7
30	(Re) defining salesperson motivation: current status, main challenges, and research directions. <i>Journal of Personal Selling and Sales Management</i> , 2018 , 38, 2-29	3.4	24
29	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). <i>Journal of Personal Selling and Sales Management</i> , 2018 , 38, 413-421	3.4	8
28	Antecedents leading to perceived franchise support. <i>Journal of Marketing Channels</i> , 2018 , 25, 157-169	0.4	1
27	Increased Engagement or Reduced Exhaustion: Which Accounts for the Effect of Job Resources on Salesperson Job Outcomes?. <i>Journal of Marketing Theory and Practice</i> , 2016 , 24, 249-264	2.2	20
26	Understanding the History of Marketing Education to Improve Classroom Instruction. <i>Marketing Education Review</i> , 2015 , 25, 159-175	0.8	21
25	Social media and related technology: Drivers of change in managing the contemporary sales force. <i>Business Horizons</i> , 2015 , 58, 45-55	10.1	45
24	Creating research collaboration among the global community of sales scholars: key takeaways from the 2013 AMA Faculty consortium. <i>Journal of Personal Selling and Sales Management</i> , 2014 , 34, 232-239	3.4	3
23	The moderating effects of gender and inside versus outside sales role in multifaceted job satisfaction. <i>Journal of Business Research</i> , 2014 , 67, 1850-1856	8.7	21
22	Linking Performance Outcomes to Salesperson Organizational Citizenship Behavior in an Industrial Sales Setting. <i>Journal of Personal Selling and Sales Management</i> , 2012 , 32, 491-501	3.4	17
21	Revolution in Sales: The Impact of Social Media and Related Technology on the Selling Environment. <i>Journal of Personal Selling and Sales Management</i> , 2012 , 32, 349-363	3.4	136
20	Tracking and Updating Academic Research in Selling and Sales Management: A Decade Later. <i>Journal of Personal Selling and Sales Management</i> , 2010 , 30, 253-271	3.4	13
19	Workplace Isolation, Salesperson Commitment, and Job Performance. <i>Journal of Personal Selling and Sales Management</i> , 2008 , 28, 67-78	3.4	51
18	Workplace isolation: Exploring the construct and its measurement. <i>Psychology and Marketing</i> , 2007 , 24, 195-223	3.9	79
17	Ethical Ideologies and Older Consumer Perceptions of Unethical Sales Tactics. <i>Journal of Business Ethics</i> , 2007 , 70, 191-207	4.3	61
16	Lone Wolf Tendencies and Salesperson Performance. <i>Journal of Personal Selling and Sales Management</i> , 2007 , 27, 25-38	3.4	36

15	A meta-analysis of the relationship between sales orientation-customer orientation (SOCO) and salesperson job performance. <i>Journal of Business and Industrial Marketing</i> , 2007 , 22, 302-310	3	92
14	A meta-analysis of the relationship between organizational commitment and salesperson job performance: 25 years of research. <i>Journal of Business Research</i> , 2005 , 58, 705-714	8.7	276
13	Sales force use of technology: antecedents to technology acceptance. <i>Journal of Business Research</i> , 2005 , 58, 1623-1631	8.7	109
12	The Scholarship of Teaching in Sales Education. <i>Marketing Education Review</i> , 2005 , 15, 1-10	0.8	23
11	An empirical investigation of technology acceptance in a field sales force setting. <i>Industrial Marketing Management</i> , 2005 , 34, 407-415	6.9	60
10	The evolution of the seven steps of selling. <i>Industrial Marketing Management</i> , 2005 , 34, 13-22	6.9	179
9	Hiring for success at the buyer-seller interface. <i>Journal of Business Research</i> , 2003 , 56, 247-255	8.7	60
8	Reexamining gender issues in salesperson propensity to leave. <i>Industrial Marketing Management</i> , 2002 , 31, 599-607	6.9	19
7	Perspectives on Selling and Sales Management Education. <i>Marketing Education Review</i> , 2002 , 12, 1-11	0.8	33
6	Personal Selling in Retail Settings: How Does the Internet and Related Technologies Enable and Limit Successful Selling?. <i>Journal of Marketing Management</i> , 2002 , 18, 301-316	3.2	17
5	Teaching Selling and Sales Management in the Next Millennium: An Agenda from the AMA Faculty Consortium. <i>Marketing Education Review</i> , 2001 , 11, 1-4	0.8	19
4	The Current State of Sales Force Activities. <i>Industrial Marketing Management</i> , 1999 , 28, 87-98	6.9	104
3	Exploring internal customer service quality. <i>Journal of Business and Industrial Marketing</i> , 1998 , 13, 381-392	3.2	54
2	Total Quality Management and Internal Customers: Measuring Internal Service Quality. <i>Journal of Marketing Theory and Practice</i> , 1996 , 4, 36-51	2.2	42
1	Risk taking in sales-force selection decisions: The impact of decision frame and time. <i>Psychology and Marketing</i> , 1995 , 12, 265-285	3.9	3