

Jan-Benedict Em Steenkamp

List of Publications by Year
in descending order

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Version: 2024-02-01

71
papers

21,386
citations

34105
52
h-index

82547
72
g-index

72
all docs

72
docs citations

72
times ranked

9785
citing authors

#	ARTICLE	IF	CITATIONS
1	How Country Characteristics Affect the Perceived Value of Web Sites. <i>Journal of Marketing</i> , 2006, 70, 136-150.	11.3	1,646
2	The use of lisrel in validating marketing constructs. <i>International Journal of Research in Marketing</i> , 1991, 8, 283-299.	4.2	1,370
3	A review and meta-analysis of country-of-origin research. <i>Journal of Economic Psychology</i> , 1999, 20, 521-546.	2.2	1,179
4	The effects of trust and interdependence on relationship commitment: A trans-Atlantic study. <i>International Journal of Research in Marketing</i> , 1996, 13, 303-317.	4.2	908
5	Response Styles in Marketing Research: A Cross-National Investigation. <i>Journal of Marketing Research</i> , 2001, 38, 143-156.	4.8	890
6	Effects of Brand Local and Nonlocal Origin on Consumer Attitudes in Developing Countries. <i>Journal of Consumer Psychology</i> , 2000, 9, 83-95.	4.5	835
7	Brand Positioning through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture. <i>Journal of Marketing</i> , 1999, 63, 75-87.	11.3	802
8	The Effects of Supplier Fairness on Vulnerable Resellers. <i>Journal of Marketing Research</i> , 1995, 32, 54-65.	4.8	787
9	A Cross-National Investigation into the Individual and National Cultural Antecedents of Consumer Innovativeness. <i>Journal of Marketing</i> , 1999, 63, 55-69.	11.3	758
10	A Global Investigation into the Constellation of Consumer Attitudes toward Global and Local Products. <i>Journal of Marketing</i> , 2010, 74, 18-40.	11.3	733
11	Emotions in consumer behavior: a hierarchical approach. <i>Journal of Business Research</i> , 2005, 58, 1437-1445.	10.2	693
12	A Meta-Analysis of Satisfaction in Marketing Channel Relationships. <i>Journal of Marketing Research</i> , 1999, 36, 223-238.	4.8	687
13	Marketing renaissance: How research in emerging markets advances marketing science and practice. <i>International Journal of Research in Marketing</i> , 2006, 23, 337-356.	4.2	671
14	Generalizations about trust in marketing channel relationships using meta-analysis. <i>International Journal of Research in Marketing</i> , 1998, 15, 223-248.	4.2	665
15	Conceptual model of the quality perception process. <i>Journal of Business Research</i> , 1990, 21, 309-333.	10.2	469
16	Exploratory consumer buying behavior: Conceptualization and measurement. <i>International Journal of Research in Marketing</i> , 1996, 13, 121-137.	4.2	447
17	Customer Loyalty to Whom? Managing the Benefits and Risks of Salesperson-Owned Loyalty. <i>Journal of Marketing Research</i> , 2007, 44, 185-199.	4.8	426
18	Consumer attitudes toward marketplace globalization: Structure, antecedents and consequences. <i>International Journal of Research in Marketing</i> , 2006, 23, 227-239.	4.2	392

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19	Effect of Service Transition Strategies on Firm Value. Journal of Marketing, 2008, 72, 1-14.	11.3	342
20	Economic and social satisfaction: measurement and relevance to marketing channel relationships. Journal of Retailing, 2000, 76, 11-32.	6.2	324
21	On the use of structural equation models for marketing modeling. International Journal of Research in Marketing, 2000, 17, 195-202.	4.2	323
22	Effect of Service Transition Strategies on Firm Value. Journal of Marketing, 2008, 72, 1-14.	11.3	310
23	Socially Desirable Response Tendencies in Survey Research. Journal of Marketing Research, 2010, 47, 199-214.	4.8	302
24	International market segmentation: issues and perspectives. International Journal of Research in Marketing, 2002, 19, 185-213.	4.2	301
25	Private-Label Use and Store Loyalty. Journal of Marketing, 2008, 72, 19-30.	11.3	295
26	What Makes Consumers Willing to Pay a Price Premium for National Brands over Private Labels?. Journal of Marketing Research, 2010, 47, 1011-1024.	4.8	285
27	International Market Segmentation Based on Consumerâ€™Product Relations. Journal of Marketing Research, 1999, 36, 1-17.	4.8	245
28	Interdependence, Punitive Capability, and the Reciprocation of Punitive Actions in Channel Relationships. Journal of Marketing Research, 1998, 35, 225-235.	4.8	221
29	Private-Label Use and Store Loyalty. Journal of Marketing, 2008, 72, 19-30.	11.3	207
30	Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries. Journal of Marketing, 2020, 84, 24-46.	11.3	207
31	Consumers' variety seeking tendency with respect to foods: Measurement and managerial implications. European Review of Agricultural Economics, 1992, 19, 181-195.	3.1	203
32	The increasing power of store brands: Building loyalty and market share. Long Range Planning, 1997, 30, 917-930.	4.9	199
33	Using Item Response Theory to Measure Extreme Response Style in Marketing Research: A Global Investigation. Journal of Marketing Research, 2008, 45, 104-115.	4.8	195
34	An investigation into the association pattern technique as a quantitative approach to measuring means-end chains. International Journal of Research in Marketing, 1998, 15, 37-50.	4.2	193
35	How Business Cycles Contribute to Private-Label Success: Evidence from the United States and Europe. Journal of Marketing, 2007, 71, 1-15.	11.3	192
36	Development and cross-cultural validation of a short form of CSI as a measure of optimum stimulation level. International Journal of Research in Marketing, 1995, 12, 97-104.	4.2	183

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37	Optimum stimulation level and exploratory consumer behavior in an emerging consumer market. International Journal of Research in Marketing, 2002, 19, 131-150.	4.2	169
38	Country-of-origin effects in consumer processing of advertising claims. International Journal of Research in Marketing, 2005, 22, 127-139.	4.2	163
39	Identifying Spatial Segments in International Markets. Marketing Science, 2002, 21, 160-177.	4.1	160
40	The Effect of Business-Cycle Fluctuations on Private-Label Share: What has Marketing Conduct Got to do with it?. Journal of Marketing, 2012, 76, 1-19.	11.3	158
41	Price and Advertising Effectiveness over the Business Cycle. Journal of Marketing Research, 2013, 50, 177-193.	4.8	155
42	The Role of National Culture in Advertising's Sensitivity to Business Cycles: An Investigation across Continents. Journal of Marketing Research, 2009, 46, 623-636.	4.8	153
43	Drivers of consumer acceptance of new packaged goods: An investigation across products and countries. International Journal of Research in Marketing, 2007, 24, 97-111.	4.2	138
44	Global Versus Local Consumer Culture: Theory, Measurement, and Future Research Directions. Journal of International Marketing, 2019, 27, 1-19.	4.4	136
45	A fuzzy clusterwise regression approach to benefit segmentation. International Journal of Research in Marketing, 1989, 6, 241-258.	4.2	132
46	How Business Cycles Contribute to Private-Label Success: Evidence from the United States and Europe. Journal of Marketing, 2007, 71, 1-15.	11.3	121
47	Title is missing!. Marketing Letters, 1998, 9, 21-35.	2.9	106
48	CONJOINT MEASUREMENT IN HAM QUALITY EVALUATION. Journal of Agricultural Economics, 1987, 38, 473-480.	3.5	103
49	Branding in the era of digital (dis)intermediation. International Journal of Research in Marketing, 2019, 36, 367-384.	4.2	93
50	The relationships among arousal potential, arousal and stimulus evaluation, and the moderating role of need for stimulation. International Journal of Research in Marketing, 1996, 13, 319-329.	4.2	70
51	Stability and Change in Consumer Traits: Evidence from a 12-Year Longitudinal Study, 2002-2013. Journal of Marketing Research, 2015, 52, 287-308.	4.8	58
52	Editorial: Introduction to the Special Issue on Marketing in Emerging Markets. International Journal of Research in Marketing, 2013, 30, 1-3.	4.2	57
53	Perceptual Mapping Based on Idiosyncratic Sets of Attributes. Journal of Marketing Research, 1994, 31, 15-27.	4.8	56
54	An Extended Paradigm for Measurement Analysis of Marketing Constructs Applicable to Panel Data. Journal of Marketing Research, 2006, 43, 431-442.	4.8	55

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55	Winning strategies at discount stores. Journal of Retailing and Consumer Services, 2007, 14, 309-318.	9.4	50
56	Mixture Model Analysis of Complex Samples. Journal of Classification, 1998, 15, 225-244.	2.2	47
57	An updated paradigm for evaluating measurement invariance incorporating common method variance and its assessment. Journal of the Academy of Marketing Science, 2021, 49, 5-29.	11.2	45
58	Global Brand Building and Management in the Digital Age. Journal of International Marketing, 2020, 28, 13-27.	4.4	44
59	New product success in the consumer packaged goods industry: A shopper marketing approach. International Journal of Research in Marketing, 2018, 35, 432-452.	4.2	35
60	PERCEIVED QUALITY OF FOOD PRODUCTS AND ITS RELATIONSHIP TO CONSUMER PREFERENCES: THEORY AND MEASUREMENT. Journal of Food Quality, 1986, 9, 373-373.	2.6	34
61	Fuzzy clusterwise regression in benefit segmentation: Application and investigation into its validity. Journal of Business Research, 1993, 26, 237-249.	10.2	32
62	Agglomeration as a Driver of the Volume of Electronic Word of Mouth in the Restaurant Industry. Journal of Marketing Research, 2018, 55, 507-523.	4.8	29
63	Cross-National Differences in Market Response: Line-Length, Price, and Distribution Elasticities in 14 Indo-Pacific Rim Economies. Journal of Marketing Research, 2022, 59, 251-270.	4.8	22
64	The Rise of Online Grocery Shopping in China: Which Brands Will Benefit?. Journal of International Marketing, 2020, 28, 20-39.	4.4	17
65	Identification de segments de valeurs pan-européens par un modèle logit sur les rangs avec regroupements successifs. Recherche Et Applications En Marketing, 1993, 8, 29-55.	0.5	16
66	Task experience and validity in perceptual mapping A comparison of two consumer-adaptive techniques. International Journal of Research in Marketing, 1996, 13, 265-276.	4.2	16
67	Quantifying Under- and Overreporting in Surveys through a Dual-Questioning-Technique Design. Journal of Marketing Research, 2015, 52, 737-753.	4.8	11
68	Identification de segments spatiaux pour des marchés internationaux. Recherche Et Applications En Marketing, 2003, 18, 81-103.	0.5	5
69	What drives brands' price response metrics? An empirical examination of the Chinese packaged goods industry. International Journal of Research in Marketing, 2022, 39, 288-312.	4.2	4
70	The Dark Side of Innovation: How New SKUs Affect Brand Choice in the Presence of Consumer Uncertainty and Learning. International Journal of Research in Marketing, 2022, , .	4.2	4
71	Une amélioration de l'analyse de la mesure des construits marketing, applicable aux données panels. Recherche Et Applications En Marketing, 2006, 21, 79-97.	0.5	3