

Jan-Benedict Em Steenkamp

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69
papers

17,541
citations

50
h-index

72
g-index

72
ext. papers

19,342
ext. citations

6
avg, IF

7.05
L-index

#	Paper	IF	Citations
69	How Country Characteristics Affect the Perceived Value of Web Sites. <i>Journal of Marketing</i> , 2006 , 70, 136-150	11	1500
68	The use of lisrel in validating marketing constructs. <i>International Journal of Research in Marketing</i> , 1991 , 8, 283-299	5.5	1188
67	A review and meta-analysis of country-of-origin research. <i>Journal of Economic Psychology</i> , 1999 , 20, 521-546	5.2	946
66	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	5.5	769
65	The Effects of Supplier Fairness on Vulnerable Resellers. <i>Journal of Marketing Research</i> , 1995 , 32, 54-65	5.2	702
64	Response Styles in Marketing Research: A Cross-National Investigation. <i>Journal of Marketing Research</i> , 2001 , 38, 143-156	5.2	695
63	Effects of Brand Local and Nonlocal Origin on Consumer Attitudes in Developing Countries. <i>Journal of Consumer Psychology</i> , 2000 , 9, 83-95	3.1	663
62	A Cross-National Investigation into the Individual and National Cultural Antecedents of Consumer Innovativeness. <i>Journal of Marketing</i> , 1999 , 63, 55-69	11	657
61	A Global Investigation into the Constellation of Consumer Attitudes toward Global and Local Products. <i>Journal of Marketing</i> , 2010 , 74, 18-40	11	644
60	A Meta-Analysis of Satisfaction in Marketing Channel Relationships. <i>Journal of Marketing Research</i> , 1999 , 36, 223-238	5.2	613
59	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	588
58	Generalizations about trust in marketing channel relationships using meta-analysis. <i>International Journal of Research in Marketing</i> , 1998 , 15, 223-248	5.5	565
57	Emotions in consumer behavior: a hierarchical approach. <i>Journal of Business Research</i> , 2005 , 58, 1437-1447	5.7	563
56	Marketing renaissance: How research in emerging markets advances marketing science and practice. <i>International Journal of Research in Marketing</i> , 2006 , 23, 337-356	5.5	550
55	Conceptual model of the quality perception process. <i>Journal of Business Research</i> , 1990 , 21, 309-333	8.7	383
54	Exploratory consumer buying behavior: Conceptualization and measurement. <i>International Journal of Research in Marketing</i> , 1996 , 13, 121-137	5.5	377
53	Customer Loyalty to Whom? Managing the Benefits and Risks of Salesperson-Owned Loyalty. <i>Journal of Marketing Research</i> , 2007 , 44, 185-199	5.2	346

52	Consumer attitudes toward marketplace globalization: Structure, antecedents and consequences. <i>International Journal of Research in Marketing</i> , 2006 , 23, 227-239	5.5	318
51	Private-Label Use and Store Loyalty. <i>Journal of Marketing</i> , 2008 , 72, 19-30	11	264
50	Economic and social satisfaction: measurement and relevance to marketing channel relationships. <i>Journal of Retailing</i> , 2000 , 76, 11-32	6.5	263
49	On the use of structural equation models for marketing modeling. <i>International Journal of Research in Marketing</i> , 2000 , 17, 195-202	5.5	261
48	Effect of Service Transition Strategies on Firm Value. <i>Journal of Marketing</i> , 2008 , 72, 1-14	11	259
47	International market segmentation: issues and perspectives. <i>International Journal of Research in Marketing</i> , 2002 , 19, 185-213	5.5	246
46	What Makes Consumers Willing to Pay a Price Premium for National Brands over Private Labels?. <i>Journal of Marketing Research</i> , 2010 , 47, 1011-1024	5.2	232
45	Effect of Service Transition Strategies on Firm Value. <i>Journal of Marketing</i> , 2008 , 72, 1-14	11	232
44	Socially Desirable Response Tendencies in Survey Research. <i>Journal of Marketing Research</i> , 2010 , 47, 199-214	5.2	224
43	International Market Segmentation Based on Consumer-Product Relations. <i>Journal of Marketing Research</i> , 1999 , 36, 1-17	5.2	204
42	Interdependence, Punitive Capability, and the Reciprocation of Punitive Actions in Channel Relationships. <i>Journal of Marketing Research</i> , 1998 , 35, 225-235	5.2	190
41	The increasing power of store brands: Building loyalty and market share. <i>Long Range Planning</i> , 1997 , 30, 917-930	5.7	169
40	Private-Label Use and Store Loyalty. <i>Journal of Marketing</i> , 2008 , 72, 19-30	11	169
39	Consumers' variety seeking tendency with respect to foods: Measurement and managerial implications. <i>European Review of Agricultural Economics</i> , 1992 , 19, 181-195	3.4	163
38	An investigation into the association pattern technique as a quantitative approach to measuring means-end chains. <i>International Journal of Research in Marketing</i> , 1998 , 15, 37-50	5.5	159
37	Using Item Response Theory to Measure Extreme Response Style in Marketing Research: A Global Investigation. <i>Journal of Marketing Research</i> , 2008 , 45, 104-115	5.2	154
36	How Business Cycles Contribute to Private-Label Success: Evidence from the United States and Europe. <i>Journal of Marketing</i> , 2007 , 71, 1-15	11	153
35	Development and cross-cultural validation of a short form of CSI as a measure of optimum stimulation level. <i>International Journal of Research in Marketing</i> , 1995 , 12, 97-104	5.5	146

34	Country-of-origin effects in consumer processing of advertising claims. <i>International Journal of Research in Marketing</i> , 2005 , 22, 127-139	5.5	145
33	Identifying Spatial Segments in International Markets. <i>Marketing Science</i> , 2002 , 21, 160-177	3.6	138
32	Optimum stimulation level and exploratory consumer behavior in an emerging consumer market. <i>International Journal of Research in Marketing</i> , 2002 , 19, 131-150	5.5	133
31	The Effect of Business-Cycle Fluctuations on Private-Label Share: What has Marketing Conduct Got to do with it?. <i>Journal of Marketing</i> , 2012 , 76, 1-19	11	129
30	A fuzzy clusterwise regression approach to benefit segmentation. <i>International Journal of Research in Marketing</i> , 1989 , 6, 241-258	5.5	116
29	The Role of National Culture in Advertising's Sensitivity to Business Cycles: An Investigation across Continents. <i>Journal of Marketing Research</i> , 2009 , 46, 623-636	5.2	114
28	Price and Advertising Effectiveness over the Business Cycle. <i>Journal of Marketing Research</i> , 2013 , 50, 177-193	5.2	110
27	Drivers of consumer acceptance of new packaged goods: An investigation across products and countries. <i>International Journal of Research in Marketing</i> , 2007 , 24, 97-111	5.5	108
26	Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries. <i>Journal of Marketing</i> , 2020 , 84, 24-46	11	93
25	CONJOINT MEASUREMENT IN HAM QUALITY EVALUATION. <i>Journal of Agricultural Economics</i> , 1987 , 38, 473-480	3.7	93
24	Multi-Group Latent Variable Models for Varying Numbers of Items and Factors with Cross-National and Longitudinal Applications. <i>Marketing Letters</i> , 1998 , 9, 21-35	2.3	92
23	How Business Cycles Contribute to Private-Label Success: Evidence from the United States and Europe. <i>Journal of Marketing</i> , 2007 , 71, 1-15	11	87
22	Global Versus Local Consumer Culture: Theory, Measurement, and Future Research Directions. <i>Journal of International Marketing</i> , 2019 , 27, 1-19	3.9	76
21	The relationships among arousal potential, arousal and stimulus evaluation, and the moderating role of need for stimulation. <i>International Journal of Research in Marketing</i> , 1996 , 13, 319-329	5.5	56
20	An Extended Paradigm for Measurement Analysis of Marketing Constructs Applicable to Panel Data. <i>Journal of Marketing Research</i> , 2006 , 43, 431-442	5.2	50
19	Perceptual Mapping Based on Idiosyncratic Sets of Attributes. <i>Journal of Marketing Research</i> , 1994 , 31, 15-27	5.2	49
18	Branding in the era of digital (dis)intermediation. <i>International Journal of Research in Marketing</i> , 2019 , 36, 367-384	5.5	45
17	WinWin strategies at discount stores. <i>Journal of Retailing and Consumer Services</i> , 2007 , 14, 309-318	8.5	43

16	Mixture Model Analysis of Complex Samples. <i>Journal of Classification</i> , 1998 , 15, 225-244	1.2	41
15	Stability and Change in Consumer Traits: Evidence from a 12-Year Longitudinal Study, 2002-2013. <i>Journal of Marketing Research</i> , 2015 , 52, 287-308	5.2	38
14	Fuzzy clusterwise regression in benefit segmentation: Application and investigation into its validity. <i>Journal of Business Research</i> , 1993 , 26, 237-249	8.7	30
13	PERCEIVED QUALITY OF FOOD PRODUCTS AND ITS RELATIONSHIP TO CONSUMER PREFERENCES: THEORY AND MEASUREMENT ¹ . <i>Journal of Food Quality</i> , 1986 , 9, 373-373	2.7	30
12	Global Brand Building and Management in the Digital Age. <i>Journal of International Marketing</i> , 2020 , 28, 13-27	3.9	18
11	New product success in the consumer packaged goods industry: A shopper marketing approach. <i>International Journal of Research in Marketing</i> , 2018 , 35, 432-452	5.5	17
10	Task experience and validity in perceptual mapping A comparison of two consumer-adaptive techniques. <i>International Journal of Research in Marketing</i> , 1996 , 13, 265-276	5.5	15
9	Identification de segments de valeurs pan-européens par un modèle logit sur les rangs avec regroupements successifs. <i>Recherche Et Applications En Marketing</i> , 1993 , 8, 29-55	0.4	15
8	An updated paradigm for evaluating measurement invariance incorporating common method variance and its assessment. <i>Journal of the Academy of Marketing Science</i> , 2021 , 49, 5-29	12.4	15
7	Agglomeration as a Driver of the Volume of Electronic Word of Mouth in the Restaurant Industry. <i>Journal of Marketing Research</i> , 2018 , 55, 507-523	5.2	12
6	Quantifying Under- and Overreporting in Surveys through a Dual-Questioning-Technique Design. <i>Journal of Marketing Research</i> , 2015 , 52, 737-753	5.2	9
5	The Rise of Online Grocery Shopping in China: Which Brands Will Benefit?. <i>Journal of International Marketing</i> , 2020 , 28, 20-39	3.9	9
4	Identification de segments spatiaux pour des marchés internationaux. <i>Recherche Et Applications En Marketing</i> , 2003 , 18, 81-103	0.4	2
3	EXPRESS: Cross-National Differences in Market Response: Line-Length, Price, and Distribution Elasticities in Fourteen Indo-Pacific Rim Economies. <i>Journal of Marketing Research</i> , 002224372110581	5.2	2
2	Une amélioration de l'analyse de la mesure des construits marketing, applicable aux données panels. <i>Recherche Et Applications En Marketing</i> , 2006 , 21, 79-97	0.4	1
1	What Drives Brands' Pricing Metrics? An Empirical Examination of the Chinese Packaged Goods Industry. <i>International Journal of Research in Marketing</i> , 2021 , 39, 288-288	5.5	1