

Jan B Heide

List of Publications by Year in descending order

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45
papers

18,367
citations

109264

35
h-index

254106

43
g-index

45
all docs

45
docs citations

45
times ranked

4378
citing authors

#	ARTICLE	IF	CITATIONS
1	Do Norms Matter in Marketing Relationships?. Journal of Marketing, 1992, 56, 32-44.	7.0	1,664
2	Interorganizational Governance in Marketing Channels. Journal of Marketing, 1994, 58, 71-85.	7.0	1,504
3	Alliances in Industrial Purchasing: The Determinants of Joint Action in Buyer-Supplier Relationships. Journal of Marketing Research, 1990, 27, 24.	3.0	1,265
4	Alliances in Industrial Purchasing: The Determinants of Joint Action in Buyer-Supplier Relationships. Journal of Marketing Research, 1990, 27, 24-36.	3.0	1,223
5	Transaction Cost Analysis: Past, Present, and Future Applications. Journal of Marketing, 1997, 61, 30-54.	7.0	1,176
6	Opportunism in Interfirm Relationships: Forms, Outcomes, and Solutions. Journal of Marketing, 2000, 64, 36-51.	7.0	1,129
7	Interorganizational Governance in Marketing Channels. Journal of Marketing, 1994, 58, 71.	7.0	1,077
8	The Role of Dependence Balancing in Safeguarding Transaction-Specific Assets in Conventional Channels. Journal of Marketing, 1988, 52, 20-35.	7.0	1,059
9	Do Norms Matter in Marketing Relationships?. Journal of Marketing, 1992, 56, 32.	7.0	1,025
10	Transaction Cost Analysis: Past, Present, and Future Applications. Journal of Marketing, 1997, 61, 30.	7.0	735
11	The Role of Dependence Balancing in Safeguarding Transaction-Specific Assets in Conventional Channels. Journal of Marketing, 1988, 52, 20.	7.0	681
12	Controlling Supplier Opportunism in Industrial Relationships. Journal of Marketing Research, 1996, 33, 431-441.	3.0	502
13	Specific Investments in Marketing Relationships: Expropriation and Bonding Effects. Journal of Marketing Research, 2003, 40, 210-224.	3.0	466
14	Vendor Consideration and Switching Behavior for Buyers in High-Technology Markets. Journal of Marketing, 1995, 59, 30-43.	7.0	409
15	Controlling Supplier Opportunism in Industrial Relationships. Journal of Marketing Research, 1996, 33, 431.	3.0	380
16	Interfirm Monitoring, Social Contracts, and Relationship Outcomes. Journal of Marketing Research, 2007, 44, 425-433.	3.0	378
17	Relationship Governance in a Supply Chain Network. Journal of Marketing, 2004, 68, 73-89.	7.0	377
18	Information Asymmetry and Levels of Agency Relationships. Journal of Marketing Research, 1998, 35, 277-295.	3.0	355

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19	Vendor Consideration and Switching Behavior for Buyers in High-Technology Markets. <i>Journal of Marketing</i> , 1995, 59, 30.	7.0	319
20	The Shadow Of The Future: Effects Of Anticipated Interaction And Frequency Of Contact On Buyer-Seller Cooperation. <i>Academy of Management Journal</i> , 1992, 35, 265-291.	4.3	309
21	Choice of Supplier in Embedded Markets: Relationship and Marketing Program Effects. <i>Journal of Marketing</i> , 2001, 65, 54-66.	7.0	303
22	Performance implications of buyer-supplier relationships in industrial markets. <i>Journal of Business Research</i> , 1995, 32, 57-66.	5.8	265
23	The Nature of Organizational Search in High Technology Markets. <i>Journal of Marketing Research</i> , 1993, 30, 220-233.	3.0	244
24	Friends, Businesspeople, and Relationship Roles: A Conceptual Framework and a Research Agenda. <i>Journal of Marketing</i> , 2006, 70, 90-103.	7.0	209
25	Plural Governance in Industrial Purchasing. <i>Journal of Marketing</i> , 2003, 67, 18-29.	7.0	205
26	Plural Governance in Industrial Purchasing. <i>Journal of Marketing</i> , 2003, 67, 18-29.	7.0	170
27	Friends, Businesspeople, and Relationship Roles: A Conceptual Framework and a Research Agenda. <i>Journal of Marketing</i> , 2006, 70, 90-103.	7.0	165
28	Managing Promotion Program Participation within Manufacturer-Retailer Relationships. <i>Journal of Marketing</i> , 1998, 62, 58-68.	7.0	122
29	THE ORGANIZATION OF REGIONAL CLUSTERS.. <i>Academy of Management Review</i> , 2009, 34, 623-642.	7.4	116
30	Concurrent sourcing, governance mechanisms, and performance outcomes in industrial value chains. <i>Strategic Management Journal</i> , 2014, 35, 1164-1185.	4.7	83
31	Performance Implications of Mismatched Governance Regimes Across External and Internal Relationships. <i>Journal of Marketing</i> , 2011, 75, 1-17.	7.0	72
32	Performance Implications of Mismatched Governance Regimes across External and Internal Relationships. <i>Journal of Marketing</i> , 2011, 75, 1-17.	7.0	51
33	Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence. <i>Journal of Marketing</i> , 1999, 63, 121-134.	7.0	50
34	Relationship Governance Dynamics: The Roles of Partner Selection Efforts and Mutual Investments. <i>Journal of Marketing Research</i> , 2018, 55, 704-721.	3.0	47
35	Bringing "Place" Back In: Regional Clusters, Project Governance, and New Product Outcomes. <i>Journal of Marketing</i> , 2014, 78, 1-16.	7.0	43
36	Managing gray markets through tolerance of violations: a transaction cost perspective. <i>Managerial and Decision Economics</i> , 1998, 19, 157-165.	1.3	38

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37	Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence. <i>Journal of Marketing</i> , 1999, 63, 121.	7.0	36
38	Forms of Competition and Outcomes in Dual Distribution Channels: The Distributor's Perspective. <i>Marketing Science</i> , 2015, 34, 160-175.	2.7	36
39	Consistency Judgments, Embeddedness, and Relationship Outcomes in Interorganizational Networks. <i>Management Science</i> , 2012, 58, 996-1011.	2.4	30
40	The Temporary Marketing Organization. <i>Journal of Marketing</i> , 2019, 83, 1-18.	7.0	20
41	Mobilizing the Temporary Organization: The Governance Roles of Selection and Pricing. <i>Journal of Marketing</i> , 2021, 85, 85-104.	7.0	9
42	Measurement Issues in Research on Inter-Firm Relationships. , 1995, , 531-554.		9
43	When the Honeymoon Is Over: A Theory of Relationship Liabilities and Evolutionary Processes. <i>Journal of Marketing</i> , 2022, 86, 32-49.	7.0	6
44	Who We Are and How We Govern: The Effect of Identity Orientation on Governance Choice. <i>Journal of Marketing</i> , 2023, 87, 45-63.	7.0	4
45	Relationship Governance Dynamics: The Role of Partner Selection Efforts and Mutual Investments. <i>Journal of Marketing Research</i> , 0, , .	3.0	1