

Jan B Heide

List of Publications by Citations

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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.

45
papers

15,249
citations

33
h-index

45
g-index

45
ext. papers

16,385
ext. citations

8.6
avg, IF

6.8
L-index

#	Paper	IF	Citations
45	Do Norms Matter in Marketing Relationships?. <i>Journal of Marketing</i> , 1992 , 56, 32-44	11	1332
44	Interorganizational Governance in Marketing Channels. <i>Journal of Marketing</i> , 1994 , 58, 71-85	11	1250
43	Alliances in Industrial Purchasing: The Determinants of Joint Action in Buyer-Supplier Relationships. <i>Journal of Marketing Research</i> , 1990 , 27, 24-36	5.2	1120
42	Do Norms Matter in Marketing Relationships?. <i>Journal of Marketing</i> , 1992 , 56, 32	11	982
41	Alliances in Industrial Purchasing: The Determinants of Joint Action in Buyer-Supplier Relationships. <i>Journal of Marketing Research</i> , 1990 , 27, 24	5.2	932
40	Transaction Cost Analysis: Past, Present, and Future Applications. <i>Journal of Marketing</i> , 1997 , 61, 30-54	11	921
39	Opportunism in Interfirm Relationships: Forms, Outcomes, and Solutions. <i>Journal of Marketing</i> , 2000 , 64, 36-51	11	919
38	Interorganizational Governance in Marketing Channels. <i>Journal of Marketing</i> , 1994 , 58, 71	11	907
37	The Role of Dependence Balancing in Safeguarding Transaction-Specific Assets in Conventional Channels. <i>Journal of Marketing</i> , 1988 , 52, 20-35	11	852
36	Transaction Cost Analysis: Past, Present, and Future Applications. <i>Journal of Marketing</i> , 1997 , 61, 30	11	665
35	The Role of Dependence Balancing in Safeguarding Transaction-Specific Assets in Conventional Channels. <i>Journal of Marketing</i> , 1988 , 52, 20	11	651
34	Controlling Supplier Opportunism in Industrial Relationships. <i>Journal of Marketing Research</i> , 1996 , 33, 431-441	5.2	419
33	Specific Investments in Marketing Relationships: Expropriation and Bonding Effects. <i>Journal of Marketing Research</i> , 2003 , 40, 210-224	5.2	369
32	Vendor Consideration and Switching Behavior for Buyers in High-Technology Markets. <i>Journal of Marketing</i> , 1995 , 59, 30-43	11	339
31	Controlling Supplier Opportunism in Industrial Relationships. <i>Journal of Marketing Research</i> , 1996 , 33, 431	5.2	313
30	Interfirm Monitoring, Social Contracts, and Relationship Outcomes. <i>Journal of Marketing Research</i> , 2007 , 44, 425-433	5.2	309
29	Relationship Governance in a Supply Chain Network. <i>Journal of Marketing</i> , 2004 , 68, 73-89	11	297

28	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	6.1	278
27	Vendor Consideration and Switching Behavior for Buyers in High-Technology Markets. <i>Journal of Marketing</i> , 1995 , 59, 30	11	276
26	Choice of Supplier in Embedded Markets: Relationship and Marketing Program Effects. <i>Journal of Marketing</i> , 2001 , 65, 54-66	11	266
25	Information Asymmetry and Levels of Agency Relationships. <i>Journal of Marketing Research</i> , 1998 , 35, 277-295	5.2	259
24	Performance implications of buyer-supplier relationships in industrial markets. <i>Journal of Business Research</i> , 1995 , 32, 57-66	8.7	232
23	The Nature of Organizational Search in High Technology Markets. <i>Journal of Marketing Research</i> , 1993 , 30, 220-233	5.2	197
22	Friends, Businesspeople, and Relationship Roles: A Conceptual Framework and a Research Agenda. <i>Journal of Marketing</i> , 2006 , 70, 90-103	11	184
21	Plural Governance in Industrial Purchasing. <i>Journal of Marketing</i> , 2003 , 67, 18-29	11	173
20	Plural Governance in Industrial Purchasing. <i>Journal of Marketing</i> , 2003 , 67, 18-29	11	150
19	Friends, Businesspeople, and Relationship Roles: A Conceptual Framework and a Research Agenda. <i>Journal of Marketing</i> , 2006 , 70, 90-103	11	118
18	Managing Promotion Program Participation within Manufacturer-Retailer Relationships. <i>Journal of Marketing</i> , 1998 , 62, 58-68	11	107
17	THE ORGANIZATION OF REGIONAL CLUSTERS.. <i>Academy of Management Review</i> , 2009 , 34, 623-642	5.9	90
16	Concurrent sourcing, governance mechanisms, and performance outcomes in industrial value chains. <i>Strategic Management Journal</i> , 2014 , 35, 1164-1185	5.2	54
15	Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence. <i>Journal of Marketing</i> , 1999 , 63, 121-134	11	38
14	Performance Implications of Mismatched Governance Regimes Across External and Internal Relationships. <i>Journal of Marketing</i> , 2011 , 75, 1-17	11	35
13	Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence. <i>Journal of Marketing</i> , 1999 , 63, 121	11	34
12	Performance Implications of Mismatched Governance Regimes across External and Internal Relationships. <i>Journal of Marketing</i> , 2011 , 75, 1-17	11	33
11	Bringing Place Back In: Regional Clusters, Project Governance, and New Product Outcomes. <i>Journal of Marketing</i> , 2014 , 78, 1-16	11	31

10	Managing gray markets through tolerance of violations: a transaction cost perspective. <i>Managerial and Decision Economics</i> , 1998 , 19, 157-165	1.1	29
9	Forms of Competition and Outcomes in Dual Distribution Channels: The Distributor's Perspective. <i>Marketing Science</i> , 2015 , 34, 160-175	3.6	25
8	Consistency Judgments, Embeddedness, and Relationship Outcomes in Interorganizational Networks. <i>Management Science</i> , 2012 , 58, 996-1011	3.9	25
7	Relationship Governance Dynamics: The Roles of Partner Selection Efforts and Mutual Investments. <i>Journal of Marketing Research</i> , 2018 , 55, 704-721	5.2	23
6	Measurement Issues in Research on Inter-Firm Relationships 1995 , 531-554		7
5	The Temporary Marketing Organization. <i>Journal of Marketing</i> , 2019 , 83, 1-18	11	5
4	EXPRESS: When the Honeymoon is Over: A Theory of Relationship Liabilities and Evolutionary Processes. <i>Journal of Marketing</i> , 002224292110622	11	1
3	Mobilizing the Temporary Organization: The Governance Roles of Selection and Pricing. <i>Journal of Marketing</i> , 2021 , 85, 85-104	11	1
2	Relationship Governance Dynamics: The Roles of Partner Selection Efforts and Mutual Investments. <i>Journal of Marketing Research</i> , 2018 ,	5.2	1
1	EXPRESS: Who We Are and How We Govern: The Effect of Identity Orientation on Governance Choice. <i>Journal of Marketing</i> , 002224292210940	11	