

# Jan B Heide

## 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.

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	Mobilizing the Temporary Organization: The Governance Roles of Selection and Pricing. <i>Journal of Marketing</i> , <b>2021</b> , 85, 85-104	11	1
44	The Temporary Marketing Organization. <i>Journal of Marketing</i> , <b>2019</b> , 83, 1-18	11	5
43	Relationship Governance Dynamics: The Roles of Partner Selection Efforts and Mutual Investments. <i>Journal of Marketing Research</i> , <b>2018</b> , 55, 704-721	5.2	23
42	Relationship Governance Dynamics: The Roles of Partner Selection Efforts and Mutual Investments. <i>Journal of Marketing Research</i> , <b>2018</b> ,	5.2	1
41	Forms of Competition and Outcomes in Dual Distribution Channels: The Distributor's Perspective. <i>Marketing Science</i> , <b>2015</b> , 34, 160-175	3.6	25
40	Concurrent sourcing, governance mechanisms, and performance outcomes in industrial value chains. <i>Strategic Management Journal</i> , <b>2014</b> , 35, 1164-1185	5.2	54
39	Bringing Place Back In: Regional Clusters, Project Governance, and New Product Outcomes. <i>Journal of Marketing</i> , <b>2014</b> , 78, 1-16	11	31
38	Consistency Judgments, Embeddedness, and Relationship Outcomes in Interorganizational Networks. <i>Management Science</i> , <b>2012</b> , 58, 996-1011	3.9	25
37	Performance Implications of Mismatched Governance Regimes across External and Internal Relationships. <i>Journal of Marketing</i> , <b>2011</b> , 75, 1-17	11	33
36	Performance Implications of Mismatched Governance Regimes Across External and Internal Relationships. <i>Journal of Marketing</i> , <b>2011</b> , 75, 1-17	11	35
35	THE ORGANIZATION OF REGIONAL CLUSTERS.. <i>Academy of Management Review</i> , <b>2009</b> , 34, 623-642	5.9	90
34	Interfirm Monitoring, Social Contracts, and Relationship Outcomes. <i>Journal of Marketing Research</i> , <b>2007</b> , 44, 425-433	5.2	309
33	Friends, Businesspeople, and Relationship Roles: A Conceptual Framework and a Research Agenda. <i>Journal of Marketing</i> , <b>2006</b> , 70, 90-103	11	118
32	Friends, Businesspeople, and Relationship Roles: A Conceptual Framework and a Research Agenda. <i>Journal of Marketing</i> , <b>2006</b> , 70, 90-103	11	184
31	Relationship Governance in a Supply Chain Network. <i>Journal of Marketing</i> , <b>2004</b> , 68, 73-89	11	297
30	Plural Governance in Industrial Purchasing. <i>Journal of Marketing</i> , <b>2003</b> , 67, 18-29	11	150
29	Specific Investments in Marketing Relationships: Expropriation and Bonding Effects. <i>Journal of Marketing Research</i> , <b>2003</b> , 40, 210-224	5.2	369

28	Plural Governance in Industrial Purchasing. <i>Journal of Marketing</i> , <b>2003</b> , 67, 18-29	11	173
27	Choice of Supplier in Embedded Markets: Relationship and Marketing Program Effects. <i>Journal of Marketing</i> , <b>2001</b> , 65, 54-66	11	266
26	Opportunism in Interfirm Relationships: Forms, Outcomes, and Solutions. <i>Journal of Marketing</i> , <b>2000</b> , 64, 36-51	11	919
25	Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence. <i>Journal of Marketing</i> , <b>1999</b> , 63, 121-134	11	38
24	Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence. <i>Journal of Marketing</i> , <b>1999</b> , 63, 121	11	34
23	Managing gray markets through tolerance of violations: a transaction cost perspective. <i>Managerial and Decision Economics</i> , <b>1998</b> , 19, 157-165	1.1	29
22	Managing Promotion Program Participation within Manufacturer-Retailer Relationships. <i>Journal of Marketing</i> , <b>1998</b> , 62, 58-68	11	107
21	Information Asymmetry and Levels of Agency Relationships. <i>Journal of Marketing Research</i> , <b>1998</b> , 35, 277-295	5.2	259
20	Transaction Cost Analysis: Past, Present, and Future Applications. <i>Journal of Marketing</i> , <b>1997</b> , 61, 30	11	665
19	Transaction Cost Analysis: Past, Present, and Future Applications. <i>Journal of Marketing</i> , <b>1997</b> , 61, 30-54	11	921
18	Controlling Supplier Opportunism in Industrial Relationships. <i>Journal of Marketing Research</i> , <b>1996</b> , 33, 431	5.2	313
17	Controlling Supplier Opportunism in Industrial Relationships. <i>Journal of Marketing Research</i> , <b>1996</b> , 33, 431-441	5.2	419
16	Vendor Consideration and Switching Behavior for Buyers in High-Technology Markets. <i>Journal of Marketing</i> , <b>1995</b> , 59, 30-43	11	339
15	Performance implications of buyer-supplier relationships in industrial markets. <i>Journal of Business Research</i> , <b>1995</b> , 32, 57-66	8.7	232
14	Vendor Consideration and Switching Behavior for Buyers in High-Technology Markets. <i>Journal of Marketing</i> , <b>1995</b> , 59, 30	11	276
13	Measurement Issues in Research on Inter-Firm Relationships <b>1995</b> , 531-554		7
12	Interorganizational Governance in Marketing Channels. <i>Journal of Marketing</i> , <b>1994</b> , 58, 71-85	11	1250
11	Interorganizational Governance in Marketing Channels. <i>Journal of Marketing</i> , <b>1994</b> , 58, 71	11	907

10	The Nature of Organizational Search in High Technology Markets. <i>Journal of Marketing Research</i> , <b>1993</b> , 30, 220-233	5.2	197
9	Do Norms Matter in Marketing Relationships?. <i>Journal of Marketing</i> , <b>1992</b> , 56, 32	11	982
8	Do Norms Matter in Marketing Relationships?. <i>Journal of Marketing</i> , <b>1992</b> , 56, 32-44	11	1332
7	The Shadow Of The Future: Effects Of Anticipated Interaction And Frequency Of Contact On Buyer-Seller Cooperation. <i>Academy of Management Journal</i> , <b>1992</b> , 35, 265-291	6.1	278
6	Alliances in Industrial Purchasing: The Determinants of Joint Action in Buyer-Supplier Relationships. <i>Journal of Marketing Research</i> , <b>1990</b> , 27, 24-36	5.2	1120
5	Alliances in Industrial Purchasing: The Determinants of Joint Action in Buyer-Supplier Relationships. <i>Journal of Marketing Research</i> , <b>1990</b> , 27, 24	5.2	932
4	The Role of Dependence Balancing in Safeguarding Transaction-Specific Assets in Conventional Channels. <i>Journal of Marketing</i> , <b>1988</b> , 52, 20	11	651
3	The Role of Dependence Balancing in Safeguarding Transaction-Specific Assets in Conventional Channels. <i>Journal of Marketing</i> , <b>1988</b> , 52, 20-35	11	852
2	EXPRESS: When the Honeymoon is Over: A Theory of Relationship Liabilities and Evolutionary Processes. <i>Journal of Marketing</i> , 002224292110622	11	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	