

Christine Moorman

List of Publications by Year in descending order

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Version: 2024-02-01

40
papers

17,565
citations

126858

33
h-index

302012

39
g-index

40
all docs

40
docs citations

40
times ranked

8110
citing authors

#	ARTICLE	IF	CITATIONS
1	Relationships between Providers and Users of Market Research: The Dynamics of Trust within and between Organizations. <i>Journal of Marketing Research</i> , 1992, 29, 314-328.	3.0	2,417
2	Factors Affecting Trust in Market Research Relationships. <i>Journal of Marketing</i> , 1993, 57, 81-101.	7.0	1,890
3	Marketing Alliances, Firm Networks, and Firm Value Creation. <i>Journal of Marketing</i> , 2009, 73, 52-69.	7.0	1,590
4	The Acquisition and Utilization of Information in New Product Alliances: A Strength-of-Ties Perspective. <i>Journal of Marketing</i> , 2001, 65, 1-18.	7.0	760
5	Enhancing and Measuring Consumers' Motivation, Opportunity, and Ability to Process Brand Information from Ads. <i>Journal of Marketing</i> , 1991, 55, 32.	7.0	740
6	Organizational Improvisation and Organizational Memory. <i>Academy of Management Review</i> , 1998, 23, 698-723.	7.4	731
7	Cross-Sectional versus Longitudinal Survey Research: Concepts, Findings, and Guidelines. <i>Journal of Marketing Research</i> , 2008, 45, 261-279.	3.0	730
8	Organizational Improvisation and Learning: A Field Study. <i>Administrative Science Quarterly</i> , 2001, 46, 304.	4.8	679
9	Organizational Market Information Processes: Cultural Antecedents and New Product Outcomes. <i>Journal of Marketing Research</i> , 1995, 32, 318-335.	3.0	667
10	The Impact of Organizational Memory on New Product Performance and Creativity. <i>Journal of Marketing Research</i> , 1997, 34, 91-106.	3.0	621
11	Organizational Market Information Processes: Cultural Antecedents and New Product Outcomes. <i>Journal of Marketing Research</i> , 1995, 32, 318.	3.0	547
12	Getting Return on Quality: Revenue Expansion, Cost Reduction, or Both?. <i>Journal of Marketing</i> , 2002, 66, 7-24.	7.0	532
13	The Role of Marketing. <i>Journal of Marketing</i> , 1999, 63, 180-197.	7.0	527
14	Enhancing and Measuring Consumers'™ Motivation, Opportunity, and Ability to Process Brand Information from Ads. <i>Journal of Marketing</i> , 1991, 55, 32-53.	7.0	513
15	The Impact of Organizational Memory on New Product Performance and Creativity. <i>Journal of Marketing Research</i> , 1997, 34, 91.	3.0	493
16	A Model of Consumers' Preventive Health Behaviors: The Role of Health Motivation and Health Ability. <i>Journal of Consumer Research</i> , 1993, 20, 208.	3.5	456
17	The Convergence of Planning and Execution: Improvisation in New Product Development. <i>Journal of Marketing</i> , 1998, 62, 1-20.	7.0	354
18	The Contingency Value of Complementary Capabilities in Product Development. <i>Journal of Marketing Research</i> , 1999, 36, 239-257.	3.0	340

#	ARTICLE	IF	CITATIONS
19	Tradeoffs in marketing exploitation and exploration strategies: The overlooked role of market orientation. <i>International Journal of Research in Marketing</i> , 2004, 21, 219-240.	2.4	294
20	The Effects of Stimulus and Consumer Characteristics on the Utilization of Nutrition Information. <i>Journal of Consumer Research</i> , 1990, 17, 362.	3.5	287
21	The Convergence of Planning and Execution: Improvisation in New Product Development. <i>Journal of Marketing</i> , 1998, 62, 1.	7.0	277
22	Subjective Knowledge, Search Locations, and Consumer Choice. <i>Journal of Consumer Research</i> , 2004, 31, 673-680.	3.5	269
23	Organizing for Marketing Excellence. <i>Journal of Marketing</i> , 2016, 80, 6-35.	7.0	236
24	The Bright Side and Dark Side of Embedded Ties in Business-to-Business Innovation. <i>Journal of Marketing</i> , 2011, 75, 34-52.	7.0	234
25	What is Quality? An Integrative Framework of Processes and States. <i>Journal of Marketing</i> , 2012, 76, 1-23.	7.0	233
26	Interfirm Cooperation and Customer Orientation. <i>Journal of Marketing Research</i> , 2003, 40, 421-436.	3.0	227
27	The Contingency Value of Complementary Capabilities in Product Development. <i>Journal of Marketing Research</i> , 1999, 36, 239.	3.0	210
28	Organizational Improvisation and Organizational Memory. <i>Academy of Management Review</i> , 1998, 23, 698.	7.4	196
29	A Quasi Experiment to Assess the Consumer and Informational Determinants of Nutrition Information Processing Activities: The Case of the Nutrition Labeling and Education Act. <i>Journal of Public Policy and Marketing</i> , 1996, 15, 28-44.	2.2	169
30	The Role of Firm Resources in Returns to Market Deployment. <i>Journal of Marketing Research</i> , 2003, 40, 295-309.	3.0	135
31	Market-Level Effects of Information: Competitive Responses and Consumer Dynamics. <i>Journal of Marketing Research</i> , 1998, 35, 82-98.	3.0	73
32	The Effect of Standardized Information on Firm Survival and Marketing Strategies. <i>Marketing Science</i> , 2005, 24, 263-274.	2.7	52
33	Consumer Health under the Scope. <i>Journal of Consumer Research</i> , 2002, 29, 152-158.	3.5	40
34	Celebrating marketing's dirty word. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 562-564.	7.2	19
35	Quality mental model convergence and business performance. <i>International Journal of Research in Marketing</i> , 2016, 33, 155-171.	2.4	13
36	The past, present, and future of innovation research. <i>Marketing Letters</i> , 2020, 31, 187-198.	1.9	7

#	ARTICLE	IF	CITATIONS
37	Driving Customer Analytics From the Top. Customer Needs and Solutions, 2020, 7, 43-61.	0.5	4
38	Subjective Knowledge, Search Locations, and Consumer Choice. SSRN Electronic Journal, 2003, , .	0.4	2
39	Incorporating Quality Considerations in Merger Analysis:. Antitrust Bulletin, 2018, 63, 222-236.	0.4	1
40	Les processus organisationnels d'information de marché: les antécédents culturels et les résultats d'un produit nouveau. Recherche Et Applications En Marketing, 1996, 11, 75-101.	0.2	0