

Christine Moorman

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.

39
papers

14,445
citations

32
h-index

40
g-index

40
ext. papers

15,826
ext. citations

6.7
avg, IF

6.73
L-index

#	Paper	IF	Citations
39	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	5.2	2099
38	Factors Affecting Trust in Market Research Relationships. <i>Journal of Marketing</i> , 1993 , 57, 81-101	11	1634
37	Marketing Alliances, Firm Networks, and Firm Value Creation. <i>Journal of Marketing</i> , 2009 , 73, 52-69	11	1395
36	The Acquisition and Utilization of Information in New Product Alliances: A Strength-of-Ties Perspective. <i>Journal of Marketing</i> , 2001 , 65, 1-18	11	622
35	Organizational Improvisation and Organizational Memory. <i>Academy of Management Review</i> , 1998 , 23, 698-723	5.9	606
34	Enhancing and Measuring Consumers' Motivation, Opportunity, and Ability to Process Brand Information from Ads. <i>Journal of Marketing</i> , 1991 , 55, 32	11	604
33	Organizational Market Information Processes: Cultural Antecedents and New Product Outcomes. <i>Journal of Marketing Research</i> , 1995 , 32, 318-335	5.2	550
32	Cross-Sectional versus Longitudinal Survey Research: Concepts, Findings, and Guidelines. <i>Journal of Marketing Research</i> , 2008 , 45, 261-279	5.2	547
31	The Impact of Organizational Memory on New Product Performance and Creativity. <i>Journal of Marketing Research</i> , 1997 , 34, 91-106	5.2	536
30	Organizational Improvisation and Learning: A Field Study. <i>Administrative Science Quarterly</i> , 2001 , 46, 304	8.7	509
29	Enhancing and Measuring Consumers' Motivation, Opportunity, and Ability to Process Brand Information from Ads. <i>Journal of Marketing</i> , 1991 , 55, 32-53	11	460
28	Getting Return on Quality: Revenue Expansion, Cost Reduction, or Both?. <i>Journal of Marketing</i> , 2002 , 66, 7-24	11	451
27	Organizational Market Information Processes: Cultural Antecedents and New Product Outcomes. <i>Journal of Marketing Research</i> , 1995 , 32, 318	5.2	435
26	The Role of Marketing. <i>Journal of Marketing</i> , 1999 , 63, 180-197	11	382
25	The Impact of Organizational Memory on New Product Performance and Creativity. <i>Journal of Marketing Research</i> , 1997 , 34, 91	5.2	381
24	A Model of Consumers' Preventive Health Behaviors: The Role of Health Motivation and Health Ability. <i>Journal of Consumer Research</i> , 1993 , 20, 208	6.3	373
23	The Contingency Value of Complementary Capabilities in Product Development. <i>Journal of Marketing Research</i> , 1999 , 36, 239-257	5.2	274

22	The Effects of Stimulus and Consumer Characteristics on the Utilization of Nutrition Information. <i>Journal of Consumer Research</i> , 1990 , 17, 362	6.3	257
21	The Convergence of Planning and Execution: Improvisation in New Product Development. <i>Journal of Marketing</i> , 1998 , 62, 1	11	255
20	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	5.5	245
19	The Convergence of Planning and Execution: Improvisation in New Product Development. <i>Journal of Marketing</i> , 1998 , 62, 1-20	11	228
18	Subjective Knowledge, Search Locations, and Consumer Choice. <i>Journal of Consumer Research</i> , 2004 , 31, 673-680	6.3	221
17	Interfirm Cooperation and Customer Orientation. <i>Journal of Marketing Research</i> , 2003 , 40, 421-436	5.2	191
16	The Bright Side and Dark Side of Embedded Ties in Business-to-Business Innovation. <i>Journal of Marketing</i> , 2011 , 75, 34-52	11	186
15	What is Quality? An Integrative Framework of Processes and States. <i>Journal of Marketing</i> , 2012 , 76, 1-23	11	161
14	The Contingency Value of Complementary Capabilities in Product Development. <i>Journal of Marketing Research</i> , 1999 , 36, 239	5.2	157
13	Organizing for Marketing Excellence. <i>Journal of Marketing</i> , 2016 , 80, 6-35	11	147
12	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	3.8	147
11	Organizational Improvisation and Organizational Memory. <i>Academy of Management Review</i> , 1998 , 23, 698	5.9	124
10	The Role of Firm Resources in Returns to Market Deployment. <i>Journal of Marketing Research</i> , 2003 , 40, 295-309	5.2	111
9	Market-Level Effects of Information: Competitive Responses and Consumer Dynamics. <i>Journal of Marketing Research</i> , 1998 , 35, 82-98	5.2	59
8	The Effect of Standardized Information on Firm Survival and Marketing Strategies. <i>Marketing Science</i> , 2005 , 24, 263-274	3.6	43
7	Consumer Health under the Scope. <i>Journal of Consumer Research</i> , 2002 , 29, 152-158	6.3	31
6	Celebrating marketing's dirty word. <i>Journal of the Academy of Marketing Science</i> , 2016 , 44, 562-564	12.4	11
5	Quality mental model convergence and business performance. <i>International Journal of Research in Marketing</i> , 2016 , 33, 155-171	5.5	10

4	The past, present, and future of innovation research. <i>Marketing Letters</i> , 2020 , 31, 187-198	2.3	2
3	Incorporating Quality Considerations in Merger Analysis:: Why, What, When, and How?. <i>Antitrust Bulletin</i> , 2018 , 63, 222-236	0.6	1
2	Driving Customer Analytics From the Top. <i>Customer Needs and Solutions</i> , 2020 , 7, 43-61	0.8	0
1	Les processus organisationnels d'information de marché les antécédents culturels et les résultats d'un produit nouveau. <i>Recherche Et Applications En Marketing</i> , 1996 , 11, 75-101	0.4	