

Christine Moorman

List of Publications by Year in Descending Order

Source: <https://exaly.com/author-pdf/11992207/christine-moorman-publications-by-year.pdf>

Version: 2024-04-26

This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.

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	Driving Customer Analytics From the Top. <i>Customer Needs and Solutions</i> , 2020 , 7, 43-61	0.8	0
38	The past, present, and future of innovation research. <i>Marketing Letters</i> , 2020 , 31, 187-198	2.3	2
37	Incorporating Quality Considerations in Merger Analysis:: Why, What, When, and How?. <i>Antitrust Bulletin</i> , 2018 , 63, 222-236	0.6	1
36	Quality mental model convergence and business performance. <i>International Journal of Research in Marketing</i> , 2016 , 33, 155-171	5.5	10
35	Organizing for Marketing Excellence. <i>Journal of Marketing</i> , 2016 , 80, 6-35	11	147
34	Celebrating marketing's dirty word. <i>Journal of the Academy of Marketing Science</i> , 2016 , 44, 562-564	12.4	11
33	What is Quality? An Integrative Framework of Processes and States. <i>Journal of Marketing</i> , 2012 , 76, 1-23	11	161
32	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
31	Marketing Alliances, Firm Networks, and Firm Value Creation. <i>Journal of Marketing</i> , 2009 , 73, 52-69	11	1395
30	Cross-Sectional versus Longitudinal Survey Research: Concepts, Findings, and Guidelines. <i>Journal of Marketing Research</i> , 2008 , 45, 261-279	5.2	547
29	The Effect of Standardized Information on Firm Survival and Marketing Strategies. <i>Marketing Science</i> , 2005 , 24, 263-274	3.6	43
28	Subjective Knowledge, Search Locations, and Consumer Choice. <i>Journal of Consumer Research</i> , 2004 , 31, 673-680	6.3	221
27	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
26	Interfirm Cooperation and Customer Orientation. <i>Journal of Marketing Research</i> , 2003 , 40, 421-436	5.2	191
25	The Role of Firm Resources in Returns to Market Deployment. <i>Journal of Marketing Research</i> , 2003 , 40, 295-309	5.2	111
24	Getting Return on Quality: Revenue Expansion, Cost Reduction, or Both?. <i>Journal of Marketing</i> , 2002 , 66, 7-24	11	451
23	Consumer Health under the Scope. <i>Journal of Consumer Research</i> , 2002 , 29, 152-158	6.3	31

22	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
21	Organizational Improvisation and Learning: A Field Study. <i>Administrative Science Quarterly</i> , 2001 , 46, 304	8.7	509
20	The Contingency Value of Complementary Capabilities in Product Development. <i>Journal of Marketing Research</i> , 1999 , 36, 239-257	5.2	274
19	The Role of Marketing. <i>Journal of Marketing</i> , 1999 , 63, 180-197	11	382
18	The Contingency Value of Complementary Capabilities in Product Development. <i>Journal of Marketing Research</i> , 1999 , 36, 239	5.2	157
17	Organizational Improvisation and Organizational Memory. <i>Academy of Management Review</i> , 1998 , 23, 698	5.9	124
16	The Convergence of Planning and Execution: Improvisation in New Product Development. <i>Journal of Marketing</i> , 1998 , 62, 1	11	255
15	Organizational Improvisation and Organizational Memory. <i>Academy of Management Review</i> , 1998 , 23, 698-723	5.9	606
14	Market-Level Effects of Information: Competitive Responses and Consumer Dynamics. <i>Journal of Marketing Research</i> , 1998 , 35, 82-98	5.2	59
13	The Convergence of Planning and Execution: Improvisation in New Product Development. <i>Journal of Marketing</i> , 1998 , 62, 1-20	11	228
12	The Impact of Organizational Memory on New Product Performance and Creativity. <i>Journal of Marketing Research</i> , 1997 , 34, 91	5.2	381
11	The Impact of Organizational Memory on New Product Performance and Creativity. <i>Journal of Marketing Research</i> , 1997 , 34, 91-106	5.2	536
10	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
9	Les processus organisationnels d'information de marchés antécédents culturels et les résultats d'un produit nouveau. <i>Recherche Et Applications En Marketing</i> , 1996 , 11, 75-101	0.4	
8	Organizational Market Information Processes: Cultural Antecedents and New Product Outcomes. <i>Journal of Marketing Research</i> , 1995 , 32, 318-335	5.2	550
7	Organizational Market Information Processes: Cultural Antecedents and New Product Outcomes. <i>Journal of Marketing Research</i> , 1995 , 32, 318	5.2	435
6	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
5	Factors Affecting Trust in Market Research Relationships. <i>Journal of Marketing</i> , 1993 , 57, 81-101	11	1634

4	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
3	Enhancing and Measuring Consumers' Motivation, Opportunity, and Ability to Process Brand Information from Ads. <i>Journal of Marketing</i> , 1991 , 55, 32	11	604
2	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
1	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