

Bernard J Jaworski

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.

39
papers

16,554
citations

26
h-index

42
g-index

42
ext. papers

18,135
ext. citations

6.9
avg, IF

6.64
L-index

#	Paper	IF	Citations
39	Netflix: Reinvention across multiple time periods. <i>AMS Review</i> , 2021 , 11, 180-193	3	1
38	Managing your most loyal customer relationships. <i>Business Horizons</i> , 2021 , 64, 141-147	10.1	1
37	The Mismatch between Call Frequency and Account Potential: Where the Money is. <i>Journal of Business-to-Business Marketing</i> , 2021 , 28, 15-21	2.3	
36	Reinventing professional service firms: the migration to a client-facing, talent-on-demand platform. <i>AMS Review</i> , 2020 , 10, 135-144	3	1
35	A Theories-in-Use Approach to Building Marketing Theory. <i>Journal of Marketing</i> , 2020 , 84, 32-51	11	91
34	Driving markets: A typology and a seven-step approach. <i>Industrial Marketing Management</i> , 2020 , 91, 1426-1451	15.1	10
33	Building marketing capabilities: principles from the field. <i>AMS Review</i> , 2019 , 9, 372-380	3	2
32	Sales management control systems: review, synthesis, and directions for future exploration. <i>Journal of Personal Selling and Sales Management</i> , 2018 , 38, 30-55	3.4	20
31	Reflections on the Journey to be Customer-Oriented and Solutions-Led. <i>AMS Review</i> , 2018 , 8, 75-79	3	3
30	Commentary: advancing marketing strategy in the marketing discipline and beyond. <i>Journal of Marketing Management</i> , 2018 , 34, 63-70	3.2	4
29	The transition from products to connected health. <i>AMS Review</i> , 2018 , 8, 228-232	3	1
28	Conducting field-based, discovery-oriented research: lessons from our market orientation research experience. <i>AMS Review</i> , 2017 , 7, 4-12	3	39
27	Marketing Doctrine: A Principles-Based Approach to Guiding Marketing Decision Making in Firms. <i>Journal of Marketing</i> , 2014 , 78, 4-20	11	54
26	On Managerial Relevance. <i>Journal of Marketing</i> , 2011 , 75, 211-224	11	120
25	Orienta para o mercado: antecedentes e conseqcias. <i>RAE Revista De Administracao De Empresas</i> , 2006 , 46, 82-103	0.5	
24	Best face forward: Improving companies' service interfaces with customers. <i>Journal of Interactive Marketing</i> , 2005 , 19, 67-80	9.8	83
23	Driving forces in market orientation: a study of industrial firms*. <i>Strategic Change</i> , 2000 , 9, 357-362	1.4	1

22	Market-driven versus driving markets. <i>Journal of the Academy of Marketing Science</i> , 2000 , 28, 45-54	12.4	457
21	Enhancing Communication between Marketing and Engineering: The Moderating Role of Relative Functional Identification. <i>Journal of Marketing</i> , 1997 , 61, 54-70	11	236
20	Product quality: Impact of interdepartmental interactions. <i>Journal of the Academy of Marketing Science</i> , 1997 , 25, 187-200	12.4	157
19	Market orientation in United States and Scandinavian companies. A cross-cultural study. <i>Scandinavian Journal of Management</i> , 1996 , 12, 139-157	2.3	131
18	Market orientation: Review, refinement, and roadmap. <i>Journal of Market-Focused Management</i> , 1996 , 1, 119-135		323
17	The Influence of Coworker Feedback on Salespeople. <i>Journal of Marketing</i> , 1994 , 58, 82	11	56
16	Buyer-supplier relational characteristics and joint decision making. <i>Marketing Letters</i> , 1994 , 5, 259-270	2.3	19
15	Market Orientation: Antecedents and Consequences. <i>Journal of Marketing</i> , 1993 , 57, 53-70	11	4223
14	Markor: A Measure of Market Orientation. <i>Journal of Marketing Research</i> , 1993 , 30, 467-477	5.2	1076
13	Control Combinations in Marketing: Conceptual Framework and Empirical Evidence. <i>Journal of Marketing</i> , 1993 , 57, 57-69	11	227
12	Dysfunctional behavior and management control: An empirical study of marketing managers. <i>Accounting, Organizations and Society</i> , 1992 , 17, 17-35	3.2	67
11	Enhancing and Measuring Consumers' Motivation, Opportunity, and Ability to Process Brand Information from Ads. <i>Journal of Marketing</i> , 1991 , 55, 32	11	604
10	Supervisory Feedback: Alternative Types and Their Impact on Salespeople's Performance and Satisfaction. <i>Journal of Marketing Research</i> , 1991 , 28, 190-201	5.2	159
9	Market Orientation: The Construct, Research Propositions, and Managerial Implications. <i>Journal of Marketing</i> , 1990 , 54, 1-18	11	2139
8	Market Orientation: The Construct, Research Propositions, and Managerial Implications. <i>Journal of Marketing</i> , 1990 , 54, 1	11	3107
7	Marketing Jobs and Management Controls: Toward a Framework. <i>Journal of Marketing Research</i> , 1989 , 26, 406-419	5.2	175
6	Marketing Jobs and Management Controls: Toward a Framework. <i>Journal of Marketing Research</i> , 1989 , 26, 406	5.2	117
5	Information Processing from Advertisements: Toward an Integrative Framework. <i>Journal of Marketing</i> , 1989 , 53, 1	11	408

4	Toward a Theory of Marketing Control: Environmental Context, Control Types, and Consequences. <i>Journal of Marketing</i> , 1988 , 52, 23	11	324
3	Toward a Theory of Marketing Control: Environmental Context, Control Types, and Consequences. <i>Journal of Marketing</i> , 1988 , 52, 23-39	11	468
2	Strategic Brand Concept-Image Management. <i>Journal of Marketing</i> , 1986 , 50, 135	11	682
1	Strategic Brand Concept-Image Management. <i>Journal of Marketing</i> , 1986 , 50, 135-145	11	962