

# Bjrn Sven Ivens

## 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.

32  
papers

1,024  
citations

19  
h-index

32  
g-index

35  
ext. papers

1,156  
ext. citations

4.6  
avg, IF

4.7  
L-index

#	Paper	IF	Citations
32	Mind the gap: A process model for diagnosing barriers to key account management implementation. <i>Industrial Marketing Management</i> , <b>2018</b> , 70, 58-67	6.9	10
31	Key account management as a firm capability. <i>Industrial Marketing Management</i> , <b>2018</b> , 74, 39-49	6.9	6
30	Touch-flavor transference: Assessing the effect of packaging weight on gustatory evaluations, desire for food and beverages, and willingness to pay. <i>PLoS ONE</i> , <b>2017</b> , 12, e0186121	3.7	31
29	Who will buy smart glasses? Empirical results of two pre-market-entry studies on the role of personality in individual awareness and intended adoption of Google Glass wearables. <i>Computers in Human Behavior</i> , <b>2015</b> , 49, 635-647	7.7	154
28	Brands and religious labels: a spillover perspective. <i>Journal of Marketing Management</i> , <b>2015</b> , 31, 1285-1309	3.9	22
27	On the Role of Brand Stereotypes in Shaping Consumer Response toward Brands: An Empirical Examination of Direct and Mediating Effects of Warmth and Competence. <i>Psychology and Marketing</i> , <b>2015</b> , 32, 808-820	3.9	45
26	When Stress Frustrates and When It Does Not: Configural Models of Frustrated versus Mellow Salespeople. <i>Psychology and Marketing</i> , <b>2015</b> , 32, 1098-1114	3.9	14
25	Damaging brands through market research. <i>Marketing Intelligence and Planning</i> , <b>2014</b> , 32, 232-248	3.2	2
24	Differentiation and alignment in KAM implementation. <i>Industrial Marketing Management</i> , <b>2014</b> , 43, 1136-1145	3.2	22
23	Managing and developing key supplier relationships: An introduction to the special issue, discussion and implications. <i>Industrial Marketing Management</i> , <b>2013</b> , 42, 135-138	6.9	20
22	Assessing and strengthening internal alignment of new marketing units: An interpretative tool. <i>Industrial Marketing Management</i> , <b>2013</b> , 42, 1074-1082	6.9	18
21	Customer brand personality perception: A taxonomic analysis. <i>Journal of Marketing Management</i> , <b>2012</b> , 28, 1062-1093	3.2	20
20	Governance mechanisms in domestic and international buyer-supplier relationships: An empirical study. <i>Industrial Marketing Management</i> , <b>2012</b> , 41, 544-556	6.9	61
19	Contrefaçons de produits de luxe. Une Étude de la perception et de l'intention d'achat selon le lieu. <i>Revue Française De Gestion</i> , <b>2011</b> , 37, 45-61	0.6	2
18	Ist mehr Innovativität im Marketing besser? Achtung, nicht-lineare Effekte!. <i>Marketing Review St Gallen</i> , <b>2010</b> , 27, 48-53		
17	Cultural, National, and Industry-Level Differences in B2B Web Site Design and Content. <i>International Journal of Electronic Commerce</i> , <b>2009</b> , 14, 41-88	5.4	33
16	Revisiting the norm concept in relational governance. <i>Industrial Marketing Management</i> , <b>2009</b> , 38, 577-583	3.9	11

15	Relationship keyness: The underlying concept for different forms of key relationship management. <i>Industrial Marketing Management</i> , <b>2009</b> , 38, 513-519	6.9	43
14	Organizing and integrating marketing and purchasing in business markets: An introduction to the special issue, issues and implications. <i>Industrial Marketing Management</i> , <b>2009</b> , 38, 851-856	6.9	28
13	Key-account-management in business markets: an empirical test of common assumptions. <i>Journal of Business and Industrial Marketing</i> , <b>2008</b> , 23, 301-310	3	43
12	Are key account relationships different? Empirical results on supplier strategies and customer reactions. <i>Industrial Marketing Management</i> , <b>2007</b> , 36, 470-482	6.9	118
11	Sollten Marketing und Vertrieb prozessorientiert geführt werden?. <i>Marketing Review St Gallen</i> , <b>2007</b> , 24, 22-27		1
10	Method issues in the measurement of relational norms. <i>Journal of Business Research</i> , <b>2007</b> , 60, 556-565	8.7	36
9	Measuring relational norms: some methodological issues. <i>European Journal of Marketing</i> , <b>2006</b> , 40, 352-365	4.4	33
8	Norm-based relational behaviours: is there an underlying dimensional structure?. <i>Journal of Business and Industrial Marketing</i> , <b>2006</b> , 21, 94-105	3	31
7	Process Oriented Marketing. <i>Marketing, Zeitschrift Fur Forschung Und Praxis</i> , <b>2006</b> , 28, 14-29	3.3	5
6	Flexibility in industrial service relationships: The construct, antecedents, and performance outcomes. <i>Industrial Marketing Management</i> , <b>2005</b> , 34, 566-576	6.9	73
5	Industrial Sellers' Relational Behavior. <i>Journal of Relationship Marketing</i> , <b>2005</b> , 3, 27-43	2.2	14
4	Relational Exchange Norms in Marketing: A Critical Review of Macneil's Contribution. <i>Marketing Theory</i> , <b>2004</b> , 4, 239-263	2.5	75
3	How relevant are different forms of relational behavior? An empirical test based on Macneil's exchange framework. <i>Journal of Business and Industrial Marketing</i> , <b>2004</b> , 19, 300-309	3	49
2	Anbieterflexibilität in Dienstleistungsbeziehungen. <i>Marketing, Zeitschrift Fur Forschung Und Praxis</i> , <b>2004</b> , 26, 215-228	3.3	2
1	Prozessorientiertes benchmarking im key-account-management: Das konzept und beispielhafte ergebnisse einer empirischen anwendung. <i>Markt</i> , <b>2003</b> , 42, 67-79		1