

Björn Sven Ivens

List of Publications by Year in descending order

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Version: 2024-02-01

32
papers

1,275
citations

393982

19
h-index

414034

32
g-index

35
all docs

35
docs citations

35
times ranked

892
citing authors

#	ARTICLE	IF	CITATIONS
1	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> , 2015, 49, 635-647.	5.1	194
2	Are key account relationships different? Empirical results on supplier strategies and customer reactions. <i>Industrial Marketing Management</i> , 2007, 36, 470-482.	3.7	143
3	Relational Exchange Norms in Marketing: A Critical Review of Macneil's Contribution. <i>Marketing Theory</i> , 2004, 4, 239-263.	1.7	85
4	Flexibility in industrial service relationships: The construct, antecedents, and performance outcomes. <i>Industrial Marketing Management</i> , 2005, 34, 566-576.	3.7	83
5	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> , 2015, 32, 808-820.	4.6	75
6	Governance mechanisms in domestic and international buyer-supplier relationships: An empirical study. <i>Industrial Marketing Management</i> , 2012, 41, 544-556.	3.7	74
7	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> , 2004, 19, 300-309.	1.8	66
8	Key-account management in business markets: an empirical test of common assumptions. <i>Journal of Business and Industrial Marketing</i> , 2008, 23, 301-310.	1.8	55
9	Relationship keyness: The underlying concept for different forms of key relationship management. <i>Industrial Marketing Management</i> , 2009, 38, 513-519.	3.7	50
10	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> , 2017, 12, e0186121.	1.1	43
11	Method issues in the measurement of relational norms. <i>Journal of Business Research</i> , 2007, 60, 556-565.	5.8	38
12	Measuring relational norms: some methodological issues. <i>European Journal of Marketing</i> , 2006, 40, 352-365.	1.7	36
13	Norm-based relational behaviours: is there an underlying dimensional structure?. <i>Journal of Business and Industrial Marketing</i> , 2006, 21, 94-105.	1.8	35
14	Cultural, National, and Industry-Level Differences in B2B Web Site Design and Content. <i>International Journal of Electronic Commerce</i> , 2009, 14, 41-88.	1.4	35
15	Organizing and integrating marketing and purchasing in business markets: An introduction to the special issue, issues and implications. <i>Industrial Marketing Management</i> , 2009, 38, 851-856.	3.7	33
16	Brands and religious labels: a spillover perspective. <i>Journal of Marketing Management</i> , 2015, 31, 1285-1309.	1.2	30
17	Customer brand personality perception: A taxonomic analysis. <i>Journal of Marketing Management</i> , 2012, 28, 1062-1093.	1.2	29
18	Differentiation and alignment in KAM implementation. <i>Industrial Marketing Management</i> , 2014, 43, 1136-1145.	3.7	29

#	ARTICLE	IF	CITATIONS
19	Managing and developing key supplier relationships: An introduction to the special issue, discussion and implications. <i>Industrial Marketing Management</i> , 2013, 42, 135-138.	3.7	24
20	Assessing and strengthening internal alignment of new marketing units: An interpretative tool. <i>Industrial Marketing Management</i> , 2013, 42, 1074-1082.	3.7	21
21	Industrial Sellers' Relational Behavior. <i>Journal of Relationship Marketing</i> , 2005, 3, 27-43.	2.8	19
22	When Stress Frustrates and When It Does Not: Configural Models of Frustrated versus Mellow Salespeople. <i>Psychology and Marketing</i> , 2015, 32, 1098-1114.	4.6	16
23	Mind the gap: A process model for diagnosing barriers to key account management implementation. <i>Industrial Marketing Management</i> , 2018, 70, 58-67.	3.7	15
24	Key account management as a firm capability. <i>Industrial Marketing Management</i> , 2018, 74, 39-49.	3.7	15
25	Revisiting the norm concept in relational governance. <i>Industrial Marketing Management</i> , 2009, 38, 577-583.	3.7	13
26	Process Oriented Marketing. <i>Marketing, Zeitschrift Fur Forschung Und Praxis</i> , 2006, 28, 14-29.	0.2	7
27	Sollten Marketing und Vertrieb prozessorientiert gefÃ¼hrt werden?. <i>Marketing Review St Gallen</i> , 2007, 24, 22-27.	0.1	3
28	Damaging brands through market research. <i>Marketing Intelligence and Planning</i> , 2014, 32, 232-248.	2.1	2
29	AnbieterflexibilitÃ¤t in Dienstleistungsbeziehungen. <i>Marketing, Zeitschrift Fur Forschung Und Praxis</i> , 2004, 26, 215-228.	0.2	2
30	ContrefaÃ§ons de produits de luxe. Une Ã©tude de la perception et de l'intention d'achat selon le lieu. <i>Revue Francaise De Gestion</i> , 2011, 37, 45-61.	0.1	2
31	Les dÃ©terminants de la flexibilitÃ© dans les relations client-fournisseur. <i>Revue Francaise De Gestion</i> , 2009, 35, 45-58.	0.1	2
32	Prozessorientiertes benchmarking im key-account-management: Das konzept und beispielhafte ergebnisse einer empirischen anwendung. <i>Markt</i> , 2003, 42, 67-79.	0.8	1