

# Namwoon Kim

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1861449/publications.pdf>

Version: 2024-02-01

47  
papers

4,836  
citations

201385

27  
h-index

233125

45  
g-index

47  
all docs

47  
docs citations

47  
times ranked

2515  
citing authors

#	ARTICLE	IF	CITATIONS
1	Market Orientation and Organizational Performance: Is Innovation a Missing Link?. Journal of Marketing, 1998, 62, 30-45.	7.0	1,561
2	Market Orientation and Organizational Performance: Is Innovation a Missing Link?. Journal of Marketing, 1998, 62, 30.	7.0	1,256
3	Using Exploratory and Exploitative Market Learning for New Product Development<sup>*</sup>. Journal of Product Innovation Management, 2010, 27, 519-536.	5.2	228
4	Demystifying Intercultural Service Encounters. Journal of Service Research, 2009, 12, 227-242.	7.8	157
5	Impact of Knowledge Type and Strategic Orientation on New Product Creativity and Advantage in High-Technology Firms. Journal of Product Innovation Management, 2013, 30, 136-153.	5.2	152
6	Product Complements and Substitutes in the Real World: The Relevance of "Other Products". Journal of Marketing, 2004, 68, 28-40.	7.0	137
7	Modeling Intercategory and Generational Dynamics for A Growing Information Technology Industry. Management Science, 2000, 46, 496-512.	2.4	107
8	Entry Barriers: A Dull-, One-, or Two-Edged Sword for Incumbents? Unraveling the Paradox from a Contingency Perspective. Journal of Marketing, 2001, 65, 1-14.	7.0	104
9	Intercultural service encounters (ICSE): an extended framework and empirical validation. Journal of Services Marketing, 2012, 26, 521-534.	1.7	101
10	Cooperate "and" compete: coopetition strategy in retailer-supplier relationships. Journal of Business and Industrial Marketing, 2013, 28, 263-275.	1.8	69
11	Multiple-Category Decision-Making: Review and Synthesis. Marketing Letters, 1999, 10, 319-332.	1.9	67
12	Examining the role of attribution and intercultural competence in intercultural service encounters. Journal of Services Marketing, 2014, 28, 159-170.	1.7	64
13	Managing Intraorganizational Diffusion of Technological Innovations. Industrial Marketing Management, 1998, 27, 229-246.	3.7	61
14	Utilization of new technologies: organizational adaptation to business environments. Journal of the Academy of Marketing Science, 2007, 35, 259-269.	7.2	53
15	Determining the going market value of a business in an emerging information technology industry: The case of the cellular communications industry. Technological Forecasting and Social Change, 1995, 49, 257-279.	6.2	49
16	A simultaneous model for innovative product category sales diffusion and competitive dynamics. International Journal of Research in Marketing, 1999, 16, 95-111.	2.4	47
17	National brands versus private labels: An empirical study of competition, advertising and collusion. European Management Journal, 1997, 15, 220-235.	3.1	43
18	Collusive conduct in private label markets. International Journal of Research in Marketing, 1999, 16, 143-155.	2.4	41

#	ARTICLE	IF	CITATIONS
19	Strategic marketing capability: Mobilizing technological resources for new product advantage. <i>Journal of Business Research</i> , 2016, 69, 5644-5652.	5.8	40
20	Consumer decision-making in a multi-generational choice set context. <i>Journal of Business Research</i> , 2001, 53, 123-136.	5.8	38
21	Service role and outcome as moderators in intercultural service encounters. <i>Journal of Service Management</i> , 2015, 26, 137-155.	4.4	38
22	Attribution of success and failure in intercultural service encounters: the moderating role of personal cultural orientations. <i>Journal of Services Marketing</i> , 2016, 30, 643-658.	1.7	38
23	A Dynamic IT Adoption Model for the SOHO Market: PC Generational Decisions with Technological Expectations. <i>Management Science</i> , 2002, 48, 222-240.	2.4	32
24	Managing intraorganizational diffusion of innovations. <i>Industrial Marketing Management</i> , 2002, 31, 719-726.	3.7	32
25	CMO equity incentive and shareholder value: Moderating role of CMO managerial discretion. <i>International Journal of Research in Marketing</i> , 2016, 33, 725-738.	2.4	32
26	Implications of chaos research for new product forecasting. <i>Technological Forecasting and Social Change</i> , 1996, 53, 239-261.	6.2	29
27	Managing Distributors' Changing Motivations over the Course of a Joint Sales Program. <i>Journal of Marketing</i> , 2010, 74, 32-47.	7.0	29
28	Strategic motives and performance implications of proactive versus reactive environmental strategies in corporate sustainable development. <i>Business Strategy and the Environment</i> , 2022, 31, 2127-2142.	8.5	28
29	Customer Acquisition and Retention Spending: An Analytical Model and Empirical Investigation in Wireless Telecommunications Markets. <i>Journal of Marketing Research</i> , 2016, 53, 728-744.	3.0	26
30	Architectural innovation and the emergence of a dominant design: The effects of strategic sourcing on performance. <i>Research Policy</i> , 2018, 47, 326-341.	3.3	22
31	Assessing new empirical industrial organization (NEIO) methods: The cases of five industries. <i>International Journal of Research in Marketing</i> , 2006, 23, 369-383.	2.4	18
32	Store Manager's Store Performance Relationship: A Research Note. <i>Journal of Retailing</i> , 2019, 95, 144-155.	4.0	18
33	Utilization of business technologies: Managing relationship-based benefits for buying and supplying firms. <i>Industrial Marketing Management</i> , 2010, 39, 473-484.	3.7	17
34	Understanding the Development of IOS-Based Trading Partner Relationships: A Structural Model with Empirical Validation. <i>Journal of Organizational Computing and Electronic Commerce</i> , 2008, 18, 34-60.	1.0	15
35	Impact of Industry Incumbency and Product Newness on Pioneer Leadtime. <i>Journal of Management</i> , 2012, 38, 695-718.	6.3	15
36	How Knowledge Management Capabilities Help Leverage Knowledge Resources and Strategic Orientation for New Product Advantages in B-to-B High-Technology Firms. <i>Journal of Business-to-Business Marketing</i> , 2016, 23, 87-110.	0.8	14

#	ARTICLE	IF	CITATIONS
37	Why Do Firms Enter a New Product Market? A Two-Dimensional Framework for Market Entry Motivation and Behavior. <i>Journal of Product Innovation Management</i> , 2015, 32, 263-278.	5.2	13
38	The impact of market size on new market entry: a contingency approach. <i>European Journal of Marketing</i> , 2017, 51, 2-22.	1.7	12
39	The contingency value of the partner firm's customer assets in a business-to-business relationship. <i>Industrial Marketing Management</i> , 2018, 73, 47-58.	3.7	10
40	Modeling cross-price effects on inter-category dynamics: The case of three computing platforms. <i>Omega</i> , 2007, 35, 290-301.	3.6	7
41	Signaling effects and the role of culture: movies in international auxiliary channels. <i>European Journal of Marketing</i> , 2019, 53, 2146-2172.	1.7	6
42	Does intra-firm diffusion of innovation lead to inter-firm relationship benefits? The cases of innovation providers and adopters. <i>Journal of Business and Industrial Marketing</i> , 2014, 29, 514-524.	1.8	3
43	Intercultural Service Encounters (ICSEs): Challenges and Opportunities for International Services Marketers. , 2018, , 449-469.		2
44	CSR-enhancing factors for business vs public stakeholders: evidence from Hong Kong. <i>Journal of Asia Business Studies</i> , 2020, 14, 399-419.	1.3	2
45	IMPACTS OF ENVIRONMENTAL UNCERTAINTY ON FIRMS' INNOVATION CAPABILITY AND STAKEHOLDER VALUE: EVIDENCE FROM THE AUSTRALIAN COURIER INDUSTRY. <i>International Journal of Innovation Management</i> , 2022, 26, .	0.7	2
46	The design sourcing choice and technological performance in the upscale and downscale markets of an architectural innovation. <i>Journal of Operations Management</i> , 2022, 68, 218-240.	3.3	1
47	Competitive Imitation Strategy for New Product-Market Success. <i>Australasian Marketing Journal</i> , 0, , 183933492110479.	3.5	0