

Namwoon Kim

List of Publications by Citations

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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.

45
papers

3,899
citations

24
h-index

47
g-index

47
ext. papers

4,303
ext. citations

6.2
avg, IF

5.33
L-index

#	Paper	IF	Citations
45	Market Orientation and Organizational Performance: Is Innovation a Missing Link?. <i>Journal of Marketing</i> , 1998 , 62, 30-45	11	1391
44	Market Orientation and Organizational Performance: Is Innovation a Missing Link?. <i>Journal of Marketing</i> , 1998 , 62, 30	11	971
43	Using Exploratory and Exploitative Market Learning for New Product Development*. <i>Journal of Product Innovation Management</i> , 2010 , 27, 519-536	7.1	172
42	Demystifying Intercultural Service Encounters: Toward a Comprehensive Conceptual Framework. <i>Journal of Service Research</i> , 2009 , 12, 227-242	6	125
41	Impact of Knowledge Type and Strategic Orientation on New Product Creativity and Advantage in High-Technology Firms. <i>Journal of Product Innovation Management</i> , 2013 , 30, 136-153	7.1	111
40	Product Complements and Substitutes in the Real World: The Relevance of Other Products. <i>Journal of Marketing</i> , 2004 , 68, 28-40	11	107
39	Modeling Intercategory and Generational Dynamics for A Growing Information Technology Industry. <i>Management Science</i> , 2000 , 46, 496-512	3.9	89
38	Entry Barriers: A Dull-, One-, or Two-Edged Sword for Incumbents? Unraveling the Paradox from a Contingency Perspective. <i>Journal of Marketing</i> , 2001 , 65, 1-14	11	84
37	Intercultural service encounters (ICSE): an extended framework and empirical validation. <i>Journal of Services Marketing</i> , 2012 , 26, 521-534	4	83
36	Multiple-Category Decision-Making: Review and Synthesis. <i>Marketing Letters</i> , 1999 , 10, 319-332	2.3	54
35	Managing Intraorganizational Diffusion of Technological Innovations. <i>Industrial Marketing Management</i> , 1998 , 27, 229-246	6.9	53
34	Examining the role of attribution and intercultural competence in intercultural service encounters. <i>Journal of Services Marketing</i> , 2014 , 28, 159-170	4	52
33	Cooperate and Compete: competition strategy in retailer-supplier relationships. <i>Journal of Business and Industrial Marketing</i> , 2013 , 28, 263-275	3	51
32	Utilization of new technologies: organizational adaptation to business environments. <i>Journal of the Academy of Marketing Science</i> , 2007 , 35, 259-269	12.4	41
31	A simultaneous model for innovative product category sales diffusion and competitive dynamics. <i>International Journal of Research in Marketing</i> , 1999 , 16, 95-111	5.5	41
30	Determining the going market value of a business in an emerging information technology industry: The case of the cellular communications industry. <i>Technological Forecasting and Social Change</i> , 1995 , 49, 257-279	9.5	38
29	National brands versus private labels: An empirical study of competition, advertising and collusion. <i>European Management Journal</i> , 1997 , 15, 220-235	4.8	37

28	Collusive conduct in private label markets. <i>International Journal of Research in Marketing</i> , 1999 , 16, 143-155	35
27	Managing intraorganizational diffusion of innovations. <i>Industrial Marketing Management</i> , 2002 , 31, 719-726	29
26	Consumer decision-making in a multi-generational choice set context. <i>Journal of Business Research</i> , 2001 , 53, 123-136	8.7 29
25	Service role and outcome as moderators in intercultural service encounters. <i>Journal of Service Management</i> , 2015 , 26, 137-155	7.4 28
24	Strategic marketing capability: Mobilizing technological resources for new product advantage. <i>Journal of Business Research</i> , 2016 , 69, 5644-5652	8.7 28
23	A Dynamic IT Adoption Model for the SOHO Market: PC Generational Decisions with Technological Expectations. <i>Management Science</i> , 2002 , 48, 222-240	3.9 27
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	4 26
21	Managing Distributors' Changing Motivations over the Course of a Joint Sales Program. <i>Journal of Marketing</i> , 2010 , 74, 32-47	11 21
20	Implications of chaos research for new product forecasting. <i>Technological Forecasting and Social Change</i> , 1996 , 53, 239-261	9.5 20
19	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	5.2 18
18	Assessing new empirical industrial organization (NEIO) methods: The cases of five industries. <i>International Journal of Research in Marketing</i> , 2006 , 23, 369-383	5.5 17
17	CMO equity incentive and shareholder value: Moderating role of CMO managerial discretion. <i>International Journal of Research in Marketing</i> , 2016 , 33, 725-738	5.5 15
16	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	1.8 14
15	Architectural innovation and the emergence of a dominant design: The effects of strategic sourcing on performance. <i>Research Policy</i> , 2018 , 47, 326-341	7.5 14
14	Impact of Industry Incumbency and Product Newness on Pioneer Leadtime. <i>Journal of Management</i> , 2012 , 38, 695-718	8.8 13
13	Utilization of business technologies: Managing relationship-based benefits for buying and supplying firms. <i>Industrial Marketing Management</i> , 2010 , 39, 473-484	6.9 13
12	Store Manager-Store Performance Relationship: A Research Note. <i>Journal of Retailing</i> , 2019 , 95, 144-155	6.5 12
11	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	2.3 11

10	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	7.1	8
9	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	6.9	7
8	The impact of market size on new market entry: a contingency approach. <i>European Journal of Marketing</i> , 2017 , 51, 2-22	4.4	5
7	Modeling cross-price effects on inter-category dynamics: The case of three computing platforms. <i>Omega</i> , 2007 , 35, 290-301	7.2	5
6	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	3	2
5	Signaling effects and the role of culture: movies in international auxiliary channels. <i>European Journal of Marketing</i> , 2019 , 53, 2146-2172	4.4	1
4	Strategic motives and performance implications of proactive versus reactive environmental strategies in corporate sustainable development. <i>Business Strategy and the Environment</i> ,	8.6	1
3	Intercultural Service Encounters (ICSEs): Challenges and Opportunities for International Services Marketers 2018 , 449-469		0
2	CSR-enhancing factors for business vs public stakeholders: evidence from Hong Kong. <i>Journal of Asia Business Studies</i> , 2020 , 14, 399-419	2.7	0
1	Competitive Imitation Strategy for New Product-Market Success. <i>Australasian Marketing Journal</i> , 183933492110479		