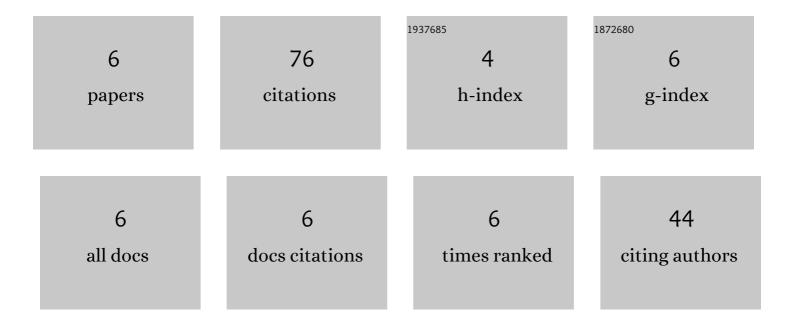
Christine Lai-Bennejean

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/2462689/publications.pdf

Version: 2024-02-01



#	Article	IF	CITATIONS
1	Social media in B2B sales: Why and when does salesperson social media usage affect salesperson performance?. Industrial Marketing Management, 2021, 96, 166-182.	6.7	34
2	The Effect of Individual Market Orientation on Sales Performance: An Integrated Framework for Assessing the Role of Formal and Informal Communications. Journal of Marketing Theory and Practice, 2016, 24, 328-343.	4.3	18
3	The role of formal information sharing in key account team effectiveness: does informal control matter and when. Journal of Personal Selling and Sales Management, 2017, 37, 313-331.	2.8	13
4	Key account teams: success factors for implementing strategy. Journal of Business Strategy, 2015, 36, 48-55.	1.6	4
5	Impacts of salespeople's biased and unbiased performance attributions on job satisfaction: the concept of misattributed satisfaction. European Journal of Marketing, 2021, 55, 468-496.	2.9	4
6	Another look at motivating – and retaining – salespeople. Journal of Business Strategy, 2019, 40, 11-17.	1.6	3