

# Christine Lai-Bennejean

## List of Publications by Year in descending order

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

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6  
papers

76  
citations

1937685

4  
h-index

1872680

6  
g-index

6  
all docs

6  
docs citations

6  
times ranked

44  
citing authors

| # | ARTICLE                                                                                                                                                                                                                      | IF  | CITATIONS |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----------|
| 1 | Social media in B2B sales: Why and when does salesperson social media usage affect salesperson performance?. <i>Industrial Marketing Management</i> , 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. <i>Journal of Marketing Theory and Practice</i> , 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. <i>Journal of Personal Selling and Sales Management</i> , 2017, 37, 313-331.                                | 2.8 | 13        |
| 4 | Key account teams: success factors for implementing strategy. <i>Journal of Business Strategy</i> , 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. <i>European Journal of Marketing</i> , 2021, 55, 468-496.                              | 2.9 | 4         |
| 6 | Another look at motivating "and retaining " salespeople. <i>Journal of Business Strategy</i> , 2019, 40, 11-17.                                                                                                              | 1.6 | 3         |