

Catherine Pardo

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2553065/publications.pdf>

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34
papers

1,301
citations

471371

17
h-index

377752

34
g-index

35
all docs

35
docs citations

35
times ranked

704
citing authors

#	ARTICLE	IF	CITATIONS
1	The impact of digital technology on relationships in a business network. <i>Industrial Marketing Management</i> , 2017, 67, 185-192.	3.7	309
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 selling strategy and key account managers' relational behaviors: An exploratory study. <i>Industrial Marketing Management</i> , 2007, 36, 121-133.	3.7	127
4	The impact of strategic account managers' behaviors on relational outcomes: An empirical study. <i>Industrial Marketing Management</i> , 2009, 38, 300-311.	3.7	82
5	Unpicking the meaning of value in key account management. <i>European Journal of Marketing</i> , 2006, 40, 1360-1374.	1.7	67
6	Key account management in the business-to-business field: a French overview. <i>Journal of Business and Industrial Marketing</i> , 1999, 14, 276-297.	1.8	59
7	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
8	The key accountization of the firm: A case study. <i>Industrial Marketing Management</i> , 1995, 24, 123-134.	3.7	50
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	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
11	Value dimensions and relationship postures in dyadic 'Key Relationship Programmes'. <i>Journal of Marketing Management</i> , 2009, 25, 535-550.	1.2	31
12	Barriers to the 'key supplierization' of the firm. <i>Industrial Marketing Management</i> , 2011, 40, 853-861.	3.7	31
13	Differentiation and alignment in KAM implementation. <i>Industrial Marketing Management</i> , 2014, 43, 1136-1145.	3.7	29
14	Firm-internal key account management networks: Framework, case study, avenues for future research. <i>Industrial Marketing Management</i> , 2016, 58, 102-113.	3.7	23
15	Assessing and strengthening internal alignment of new marketing units: An interpretative tool. <i>Industrial Marketing Management</i> , 2013, 42, 1074-1082.	3.7	21
16	Are products striking back? The rise of smart products in business markets. <i>Industrial Marketing Management</i> , 2020, 90, 205-220.	3.7	21
17	The network orchestrator as steward: Strengthening norms as an orchestration practice. <i>Industrial Marketing Management</i> , 2020, 91, 223-233.	3.7	20
18	Business interaction and institutional work: When intermediaries make efforts to change their position. <i>Industrial Marketing Management</i> , 2019, 80, 266-279.	3.7	17

#	ARTICLE	IF	CITATIONS
19	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
20	Key account management as a firm capability. <i>Industrial Marketing Management</i> , 2018, 74, 39-49.	3.7	15
21	The strategic role of social media in business-to-business contexts. <i>Industrial Marketing Management</i> , 2022, 101, 82-97.	3.7	15
22	Dynamics in a distribution triad " a case study. <i>Journal of Business and Industrial Marketing</i> , 2015, 30, 915-925.	1.8	13
23	Normal vs spectacular science: The IMP Group and BtoB marketing. <i>Industrial Marketing Management</i> , 2015, 49, 80-83.	3.7	11
24	Managerial implications of research on inter-organizational interfaces. <i>IMP Journal</i> , 2016, 10, 25-49.	0.8	10
25	An identity perspective of key account managers as paradoxical relationship managers. <i>Industrial Marketing Management</i> , 2020, 89, 355-372.	3.7	10
26	Identification as a challenge in key account management: Conceptual foundations and a qualitative study. <i>Industrial Marketing Management</i> , 2020, 90, 300-313.	3.7	9
27	Strategic interplays of an actor in a relationship with a distributor. <i>Industrial Marketing Management</i> , 1994, 23, 403-418.	3.7	8
28	Les clients comptes cl@s sont-ils vraiment trait@s diff@remment ? Le point de vue des clients. <i>Recherche Et Applications En Marketing</i> , 2004, 19, 3-22.	0.2	8
29	Key Account Management: Selling? Providing Services? Or Both?. <i>Marketing Review St Gallen</i> , 2015, 32, 70-79.	0.6	6
30	Key account selection as a political process: Conceptual foundation and exploratory investigation. <i>Industrial Marketing Management</i> , 2020, 90, 417-434.	3.7	6
31	Integrating the business networks and internet of things perspectives: A system of systems (SoS) approach for industrial markets. <i>Industrial Marketing Management</i> , 2022, 104, 258-275.	3.7	3
32	Achats et marketing. Une asym@trie d'interface. <i>Revue Francaise De Gestion</i> , 2010, 36, 97-117.	0.1	2
33	The Role of Key Account Management in Marketing and Sales Intelligence. <i>Marketing Review St Gallen</i> , 2014, 31, 32-41.	0.6	1
34	Rapprocher achats et marketing dans l@™entreprise. <i>Revue Francaise De Gestion</i> , 2016, 42, 11-27.	0.1	1