

Catherine Pardo

List of Publications by Year in descending order

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Version: 2024-02-01

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 strategic role of social media in business-to-business contexts. <i>Industrial Marketing Management</i> , 2022, 101, 82-97.	3.7	15
2	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
3	An identity perspective of key account managers as paradoxical relationship managers. <i>Industrial Marketing Management</i> , 2020, 89, 355-372.	3.7	10
4	The network orchestrator as steward: Strengthening norms as an orchestration practice. <i>Industrial Marketing Management</i> , 2020, 91, 223-233.	3.7	20
5	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
6	Are products striking back? The rise of smart products in business markets. <i>Industrial Marketing Management</i> , 2020, 90, 205-220.	3.7	21
7	Key account selection as a political process: Conceptual foundation and exploratory investigation. <i>Industrial Marketing Management</i> , 2020, 90, 417-434.	3.7	6
8	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
9	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
10	Key account management as a firm capability. <i>Industrial Marketing Management</i> , 2018, 74, 39-49.	3.7	15
11	The impact of digital technology on relationships in a business network. <i>Industrial Marketing Management</i> , 2017, 67, 185-192.	3.7	309
12	Rapprocher achats et marketing dans l'entreprise. <i>Revue Francaise De Gestion</i> , 2016, 42, 11-27.	0.1	1
13	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
14	Managerial implications of research on inter-organizational interfaces. <i>IMP Journal</i> , 2016, 10, 25-49.	0.8	10
15	Key Account Management: Selling? Providing Services? Or Both?. <i>Marketing Review St Gallen</i> , 2015, 32, 70-79.	0.6	6
16	Dynamics in a distribution triad – a case study. <i>Journal of Business and Industrial Marketing</i> , 2015, 30, 915-925.	1.8	13
17	Normal vs spectacular science: The IMP Group and BtoB marketing. <i>Industrial Marketing Management</i> , 2015, 49, 80-83.	3.7	11
18	Differentiation and alignment in KAM implementation. <i>Industrial Marketing Management</i> , 2014, 43, 1136-1145.	3.7	29

#	ARTICLE	IF	CITATIONS
19	The Role of Key Account Management in Marketing and Sales Intelligence. Marketing Review St Gallen, 2014, 31, 32-41.	0.6	1
20	Assessing and strengthening internal alignment of new marketing units: An interpretative tool. Industrial Marketing Management, 2013, 42, 1074-1082.	3.7	21
21	Barriers to the "key supplierization" of the firm. Industrial Marketing Management, 2011, 40, 853-861.	3.7	31
22	Achats et marketing. Une asymétrie d'interface. Revue Francaise De Gestion, 2010, 36, 97-117.	0.1	2
23	Value dimensions and relationship postures in dyadic 'Key Relationship Programmes'. Journal of Marketing Management, 2009, 25, 535-550.	1.2	31
24	The impact of strategic account managers' behaviors on relational outcomes: An empirical study. Industrial Marketing Management, 2009, 38, 300-311.	3.7	82
25	Relationship keyness: The underlying concept for different forms of key relationship management. Industrial Marketing Management, 2009, 38, 513-519.	3.7	50
26	Organizing and integrating marketing and purchasing in business markets: An introduction to the special issue, issues and implications. Industrial Marketing Management, 2009, 38, 851-856.	3.7	33
27	Key "account" management in business markets: an empirical test of common assumptions. Journal of Business and Industrial Marketing, 2008, 23, 301-310.	1.8	55
28	Relational selling strategy and key account managers' relational behaviors: An exploratory study. Industrial Marketing Management, 2007, 36, 121-133.	3.7	127
29	Are key account relationships different? Empirical results on supplier strategies and customer reactions. Industrial Marketing Management, 2007, 36, 470-482.	3.7	143
30	Unpicking the meaning of value in key account management. European Journal of Marketing, 2006, 40, 1360-1374.	1.7	67
31	Les clients comptes clés sont-ils vraiment traités différemment ? Le point de vue des clients. Recherche Et Applications En Marketing, 2004, 19, 3-22.	0.2	8
32	Key account management in the business-to-business field: a French overview. Journal of Business and Industrial Marketing, 1999, 14, 276-297.	1.8	59
33	The key accountization of the firm: A case study. Industrial Marketing Management, 1995, 24, 123-134.	3.7	50
34	Strategic interplays of an actor in a relationship with a distributor. Industrial Marketing Management, 1994, 23, 403-418.	3.7	8