

Neil A Morgan

List of Publications by Citations

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Version: 2024-04-26

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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.

43
papers

6,633
citations

31
h-index

43
g-index

43
ext. papers

7,653
ext. citations

8.5
avg, IF

6.38
L-index

#	Paper	IF	Citations
43	Market orientation, marketing capabilities, and firm performance. <i>Strategic Management Journal</i> , 2009 , 30, 909-920	5.2	807
42	Benchmarking Marketing Capabilities for Sustainable Competitive Advantage. <i>Journal of Marketing</i> , 2005 , 69, 80-94	11	799
41	Antecedents of Export Venture Performance: A Theoretical Model and Empirical Assessment. <i>Journal of Marketing</i> , 2004 , 68, 90-108	11	666
40	Firm-level export performance assessment: Review, evaluation, and development. <i>Journal of the Academy of Marketing Science</i> , 2000 , 28, 493-511	12.4	438
39	A Configuration Theory Assessment of Marketing Organization Fit with Business Strategy and Its Relationship with Marketing Performance. <i>Journal of Marketing</i> , 2003 , 67, 100-115	11	435
38	The Value of Different Customer Satisfaction and Loyalty Metrics in Predicting Business Performance. <i>Marketing Science</i> , 2006 , 25, 426-439	3.6	290
37	Assessing Performance Outcomes in Marketing. <i>Journal of Marketing</i> , 2016 , 80, 1-20	11	269
36	Marketing and business performance. <i>Journal of the Academy of Marketing Science</i> , 2012 , 40, 102-119	12.4	259
35	Export marketing strategy implementation, export marketing capabilities, and export venture performance. <i>Journal of the Academy of Marketing Science</i> , 2012 , 40, 271-289	12.4	238
34	Linking marketing capabilities with profit growth. <i>International Journal of Research in Marketing</i> , 2009 , 26, 284-293	5.5	232
33	Greening the marketing mix: do firms do it and does it pay off?. <i>Journal of the Academy of Marketing Science</i> , 2013 , 41, 151-170	12.4	231
32	Experiential and Informational Knowledge, Architectural Marketing Capabilities, and the Adaptive Performance of Export Ventures: A Cross-National Study. <i>Decision Sciences</i> , 2003 , 34, 287-321	3.7	198
31	Consumer-Based Brand Equity and Firm Risk. <i>Journal of Marketing</i> , 2009 , 73, 47-60	11	192
30	Marketing productivity, marketing audits, and systems for marketing performance assessment: integrating multiple perspectives. <i>Journal of Business Research</i> , 2002 , 55, 363-375	8.7	149
29	Understanding Firms' Customer Satisfaction Information Usage. <i>Journal of Marketing</i> , 2005 , 69, 131-151	11	142
28	Reexamining the Market Share-Customer Satisfaction Relationship. <i>Journal of Marketing</i> , 2013 , 77, 1-20	11	121
27	Marketing Department Power and Firm Performance. <i>Journal of Marketing</i> , 2015 , 79, 1-20	11	119

26	Focal supplier opportunism in supermarket retailer category management. <i>Journal of Operations Management</i> , 2007 , 25, 512-527	5.2	114
25	Is Retail Category Management Worth the Effort (and Does a Category Captain Help or Hinder)? <i>Journal of Marketing</i> , 2011 , 75, 18-33	11	112
24	The marketing planning process: Behavioral problems compared to analytical techniques in explaining marketing plan credibility. <i>Journal of Business Research</i> , 1994 , 29, 167-178	8.7	95
23	The Effect of Brand Acquisition and Disposal on Stock Returns. <i>Journal of Marketing</i> , 2012 , 76, 38-58	11	83
22	Firm capabilities and growth: the moderating role of market conditions. <i>Journal of the Academy of Marketing Science</i> , 2017 , 45, 76-92	12.4	78
21	Do managers know what their customers think and why?. <i>Journal of the Academy of Marketing Science</i> , 2017 , 45, 37-54	12.4	65
20	The impact of product market strategy-organizational culture fit on business performance. <i>Journal of the Academy of Marketing Science</i> , 2011 , 39, 555-573	12.4	64
19	Strategic goal accomplishment in export ventures: the role of capabilities, knowledge, and environment. <i>Journal of the Academy of Marketing Science</i> , 2018 , 46, 109-129	12.4	54
18	Relationships between Sales Management Control, Territory Design, Salesforce Performance and Sales Organization Effectiveness. <i>British Journal of Management</i> , 1999 , 10, 95-111	5.6	54
17	Research in marketing strategy. <i>Journal of the Academy of Marketing Science</i> , 2019 , 47, 4-29	12.4	53
16	Marketing Capabilities in International Marketing. <i>Journal of International Marketing</i> , 2018 , 26, 61-95	3.9	53
15	Competitive Advantage, Quality Strategy and the Role of Marketing. <i>British Journal of Management</i> , 1996 , 7, 231-245	5.6	36
14	How marketing capabilities and current performance drive strategic intentions in international markets. <i>Industrial Marketing Management</i> , 2019 , 78, 108-121	6.9	34
13	An Assessment of the Exporting Literature: Using Theory and Data to Identify Future Research Directions. <i>Journal of International Marketing</i> , 2018 , 26, 118-143	3.9	32
12	Which Competitive Advantage(s)? Competitive AdvantageMarket Performance Relationships in International Markets. <i>Journal of International Marketing</i> , 2017 , 25, 25-49	3.9	24
11	Product quality alignment and business unit performance. <i>Journal of Product Innovation Management</i> , 2001 , 18, 396-407	7.1	23
10	The Business Performance Outcomes of Market Orientation Culture and Behaviors. <i>Review of Marketing Research</i> , 2018 , 255-282	0.3	12
9	The criticality of CMO-CIO alignment. <i>Business Horizons</i> , 2017 , 60, 313-324	10.1	11

8	Outside-in marketing: Renaissance and future. <i>Industrial Marketing Management</i> , 2020 , 89, 98-101	6.9	11
7	Upper echelons research in marketing. <i>Journal of the Academy of Marketing Science</i> , 2021 , 49, 198-219	12.4	10
6	The impact of unprofitable customer management strategies on shareholder value. <i>Journal of the Academy of Marketing Science</i> , 2020 , 48, 246-269	12.4	9
5	Marketing Capabilities for B2B Firms		7
4	Researching marketing capabilities: reflections from academia. <i>AMS Review</i> , 2019 , 9, 381-385	3	6
3	Accounting for Intangible Assets 2020 , 393-406		3
2	Marketing Performance Assessment and Accountability: Process and Outcomes. <i>International Journal of Research in Marketing</i> , 2021 ,	5.5	3
1	Commentary on Shelby Hunt: "The theoretical foundations of strategic marketing and marketing strategy: foundational premises, R-A theory, three fundamental strategies, and societal welfare" <i>AMS Review</i> , 2015 , 5, 91-97	3	2