

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3813996/publications.pdf>

Version: 2024-02-01

11
papers

563
citations

1307594

7
h-index

1281871

11
g-index

11
all docs

11
docs citations

11
times ranked

397
citing authors

#	ARTICLE	IF	CITATIONS
1	The Coronavirus crisis in B2B settings: Crisis uniqueness and managerial implications based on social exchange theory. <i>Industrial Marketing Management</i> , 2020, 88, 125-135.	6.7	256
2	The future of B2B marketing theory: A historical and prospective analysis. <i>Industrial Marketing Management</i> , 2017, 66, 90-102.	6.7	178
3	Marketing role in B2B settings: evidence from advanced, emerging and developing markets. <i>Journal of Business and Industrial Marketing</i> , 2019, 34, 605-617.	3.0	29
4	Revisiting the theory of business-to-business advertising. <i>Industrial Marketing Management</i> , 2020, 89, 642-656.	6.7	28
5	Needed B2B marketing capabilities: Insights from the USA and emerging Latin America. <i>International Business Review</i> , 2018, 27, 594-609.	4.8	25
6	Unit pricing and its implications for B2B marketing research. <i>Industrial Marketing Management</i> , 2018, 69, 32-39.	6.7	13
7	Cultivating organizational wisdom for value innovation. <i>Journal of Business and Industrial Marketing</i> , 2019, 34, 1171-1182.	3.0	10
8	B2B marketing renaissance in business schools. <i>Journal of Business and Industrial Marketing</i> , 2019, 34, 1839-1849.	3.0	8
9	How to recover B2B relationships after a failed online reverse auction. <i>Journal of Business and Industrial Marketing</i> , 2019, 35, 551-563.	3.0	6
10	Trade show networks, trust and organizational learning: the effect of network ties. <i>Journal of Business and Industrial Marketing</i> , 2021, 36, 2165-2175.	3.0	6
11	A new model for measuring salesperson lifetime value. <i>Journal of Business and Industrial Marketing</i> , 2017, 32, 274-281.	3.0	4