

Christian Homburg

List of Publications by Year in descending order

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108
papers

16,277
citations

34076

52
h-index

53190

85
g-index

111
all docs

111
docs citations

111
times ranked

8035
citing authors

#	ARTICLE	IF	CITATIONS
1	Applications of structural equation modeling in marketing and consumer research: A review. <i>International Journal of Research in Marketing</i> , 1996, 13, 139-161.	2.4	1,644
2	Do Satisfied Customers Really Pay More? A Study of the Relationship between Customer Satisfaction and Willingness to Pay. <i>Journal of Marketing</i> , 2005, 69, 84-96.	7.0	1,207
3	A Multiple-Layer Model of Market-Oriented Organizational Culture: Measurement Issues and Performance Outcomes. <i>Journal of Marketing Research</i> , 2000, 37, 449-462.	3.0	969
4	Personal characteristics as moderators of the relationship between customer satisfaction and loyalty?an empirical analysis. <i>Psychology and Marketing</i> , 2001, 18, 43-66.	4.6	813
5	Buyerâ€“Supplier Relationships and Customer Firm Costs. <i>Journal of Marketing</i> , 2001, 65, 29-43.	7.0	661
6	Does Customer Interaction Enhance New Product Success?. <i>Journal of Business Research</i> , 2000, 49, 1-14.	5.8	571
7	A Marketing Perspective on Mergers and Acquisitions: How Marketing Integration Affects Postmerger Performance. <i>Journal of Marketing</i> , 2005, 69, 95-113.	7.0	556
8	When Should the Customer Really be King? On the Optimum Level of Salesperson Customer Orientation in Sales Encounters. <i>Journal of Marketing</i> , 2011, 75, 55-74.	7.0	549
9	Social Identity and the Service-Profit Chain. <i>Journal of Marketing</i> , 2009, 73, 38-54.	7.0	532
10	Customer experience management: toward implementing an evolving marketing concept. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 377-401.	7.2	527
11	How Organizational Complaint Handling Drives Customer Loyalty: An Analysis of the Mechanistic and the Organic Approach. <i>Journal of Marketing</i> , 2005, 69, 95-114.	7.0	418
12	Service Orientation of a Retailer's Business Strategy: Dimensions, Antecedents, and Performance Outcomes. <i>Journal of Marketing</i> , 2002, 66, 86-101.	7.0	388
13	Neglected Outcomes of Customer Satisfaction. <i>Journal of Marketing</i> , 2007, 71, 133-149.	7.0	359
14	The Link Between Salespeopleâ€™s Job Satisfaction and Customer Satisfaction in a Business-to-Business Context: A Dyadic Analysis. <i>Journal of the Academy of Marketing Science</i> , 2004, 32, 144-158.	7.2	342
15	A Configurational Perspective on Key Account Management. <i>Journal of Marketing</i> , 2002, 66, 38-60.	7.0	319
16	New Product Design: Concept, Measurement, and Consequences. <i>Journal of Marketing</i> , 2015, 79, 41-56.	7.0	319
17	Corporate Social Responsibility in Business-to-Business Markets: How Organizational Customers Account for Supplier Corporate Social Responsibility Engagement. <i>Journal of Marketing</i> , 2013, 77, 54-72.	7.0	311
18	The Thought Worlds of Marketing and Sales: Which Differences Make a Difference?. <i>Journal of Marketing</i> , 2007, 71, 124-142.	7.0	296

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19	Marketing's Influence within the Firm. <i>Journal of Marketing</i> , 1999, 63, 1.	7.0	238
20	Implementing the Marketing Concept at the Employee-Customer Interface: The Role of Customer Need Knowledge. <i>Journal of Marketing</i> , 2009, 73, 64-81.	7.0	227
21	Implementing the Marketing Concept at the Employee-Customer Interface: The Role of Customer Need Knowledge. <i>Journal of Marketing</i> , 2009, 73, 64-81.	7.0	210
22	Customer satisfaction in industrial markets: dimensional and multiple role issues. <i>Journal of Business Research</i> , 2001, 52, 15-33.	5.8	204
23	Customers' Reactions to Price Increases: Do Customer Satisfaction and Perceived Motive Fairness Matter?. <i>Journal of the Academy of Marketing Science</i> , 2005, 33, 36-49.	7.2	197
24	The Role of Soft Factors in Implementing a Service-Oriented Strategy in Industrial Marketing Companies. <i>Journal of Business-to-Business Marketing</i> , 2003, 10, 23-51.	0.8	195
25	The loss of the marketing department's influence: is it really happening? And why worry?. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 1-13.	7.2	192
26	Firm Value Creation through Major Channel Expansions: Evidence from an Event Study in the United States, Germany, and China. <i>Journal of Marketing</i> , 2014, 78, 38-61.	7.0	188
27	Configurations of Marketing and Sales: A Taxonomy. <i>Journal of Marketing</i> , 2008, 72, 133-154.	7.0	185
28	What Drives Key Informant Accuracy?. <i>Journal of Marketing Research</i> , 2012, 49, 594-608.	3.0	182
29	When does salespeople's customer orientation lead to customer loyalty? The differential effects of relational and functional customer orientation. <i>Journal of the Academy of Marketing Science</i> , 2011, 39, 795-812.	7.2	174
30	Effective customer journey design: consumers' conception, measurement, and consequences. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 551-568.	7.2	165
31	Marketing Performance Measurement Systems: Does Comprehensiveness Really Improve Performance?. <i>Journal of Marketing</i> , 2012, 76, 56-77.	7.0	160
32	Exploring Subsidiary Desire for Autonomy: A Conceptual Framework and Empirical Findings. <i>Journal of International Marketing</i> , 2014, 22, 21-43.	2.5	156
33	Customer Satisfaction, Analyst Stock Recommendations, and Firm Value. <i>Journal of Marketing Research</i> , 2010, 47, 1041-1058.	3.0	155
34	Responsiveness to Customers and Competitors: The Role of Affective and Cognitive Organizational Systems. <i>Journal of Marketing</i> , 2007, 71, 18-38.	7.0	149
35	Should marketing be cross-functional? Conceptual development and international empirical evidence. <i>Journal of Business Research</i> , 2002, 55, 451-465.	5.8	146
36	Talented people and strong brands: The contribution of human capital and brand equity to firm value. <i>Strategic Management Journal</i> , 2015, 36, 2122-2131.	4.7	133

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37	Firm-hosted online brand communities and new product success. <i>Journal of the Academy of Marketing Science</i> , 2014, 42, 29-48.	7.2	127
38	See no evil, hear no evil, speak no evil: a study of defensive organizational behavior towards customer complaints. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 523-536.	7.2	112
39	Social influence on salespeople's adoption of sales technology: a multilevel analysis. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 159-168.	7.2	110
40	Retaliatory Behavior to New Product Entry. <i>Journal of Marketing</i> , 1999, 63, 90-106.	7.0	94
41	Towards an Improved Understanding of Industrial Services: Quality Dimensions and Their Impact on Buyer-Seller Relationships. <i>Journal of Business-to-Business Marketing</i> , 1999, 6, 39-71.	0.8	91
42	Market-Oriented Management: A Systems-Based Perspective. <i>Journal of Market-Focused Management</i> , 1999, 4, 17-41.	0.3	88
43	How to get lost customers back?. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 461-474.	7.2	85
44	Satisfaction, Complaint, and the Stock Value Gap. <i>Journal of Marketing</i> , 2008, 72, 29-43.	7.0	81
45	Retaliatory Behavior to New Product Entry. <i>Journal of Marketing</i> , 1999, 63, 90.	7.0	79
46	How to Organize Pricing? Vertical Delegation and Horizontal Dispersion of Pricing Authority. <i>Journal of Marketing</i> , 2012, 76, 49-69.	7.0	74
47	Motivating Sales Reps for Innovation Selling in Different Cultures. <i>Journal of Marketing</i> , 2016, 80, 101-120.	7.0	74
48	Looking beyond the Horizon: How to Approach the Customers' Customers in Business-to-Business Markets. <i>Journal of Marketing</i> , 2014, 78, 58-77.	7.0	73
49	Understanding the adoption of new brands through salespeople: a multilevel framework. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 278-291.	7.2	66
50	How price complexity takes its toll: The neglected role of a simplicity bias and fairness in price evaluations. <i>Journal of Business Research</i> , 2014, 67, 1114-1122.	5.8	65
51	Incentivizing CEOs to build customer- and employee-firm relations for higher customer satisfaction and firm value. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 745-758.	7.2	64
52	On the importance of complaint handling design: a multi-level analysis of the impact in specific complaint situations. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 265-287.	7.2	61
53	Satisfaction, Complaint, and the Stock Value Gap. <i>Journal of Marketing</i> , 2008, 72, 29-43.	7.0	57
54	Patient empowerment: A cross-disease exploration of antecedents and consequences. <i>International Journal of Research in Marketing</i> , 2015, 32, 375-386.	2.4	55

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55	Digital business capability: its impact on firm and customer performance. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 762-789.	7.2	55
56	Marketing Excellence: Nature, Measurement, and Investor Valuations. <i>Journal of Marketing</i> , 2020, 84, 1-22.	7.0	50
57	Preannouncing pioneering versus follower products: what should the message be?. <i>Journal of the Academy of Marketing Science</i> , 2009, 37, 310-327.	7.2	42
58	The contingent roles of R&D sales versus R&D marketing cooperation in new-product development of business-to-business firms. <i>International Journal of Research in Marketing</i> , 2017, 34, 212-230.	2.4	42
59	A customer perspective on product eliminations: how the removal of products affects customers and business relationships. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 531-549.	7.2	41
60	Supporting New Product Launches With Social Media Communication and Online Advertising: Sales Volume and Profit Implications. <i>Journal of Product Innovation Management</i> , 2019, 36, 172-195.	5.2	41
61	How price increases affect future purchases: The role of mental budgeting, income, and framing. <i>Psychology and Marketing</i> , 2010, 27, 36-53.	4.6	38
62	Towards an Improved Understanding of Industrial Buying Behavior: Determinants of the Number of Suppliers. <i>Journal of Business-to-Business Marketing</i> , 2001, 8, 5-33.	0.8	37
63	Tolerating and Managing Failure: An Organizational Perspective on Customer Reacquisition Management. <i>Journal of Marketing</i> , 2020, 84, 117-136.	7.0	33
64	Cross-Validation and Information Criteria in Causal Modeling. <i>Journal of Marketing Research</i> , 1991, 28, 137.	3.0	31
65	Cross-Validation and Information Criteria in Causal Modeling. <i>Journal of Marketing Research</i> , 1991, 28, 137-144.	3.0	29
66	The value relevance of digital marketing capabilities to firm performance. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 666-688.	7.2	29
67	Opposites Attract, but Similarity Works: A Study of Interorganizational Similarity in Marketing Channels. <i>Journal of Business-to-Business Marketing</i> , 2002, 10, 31-54.	0.8	23
68	Internal and external price search in industrial buying: The moderating role of customer satisfaction. <i>Journal of Business Research</i> , 2014, 67, 1581-1588.	5.8	22
69	Incumbents' defense strategies: a comparison of deterrence and shakeout strategy based on evolutionary game theory. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 185-205.	7.2	21
70	Wage Inequality: Its Impact on Customer Satisfaction and Firm Performance. <i>Journal of Marketing</i> , 2021, 85, 24-43.	7.0	21
71	When salespeople develop negative headquarters stereotypes: performance effects and managerial remedies. <i>Journal of the Academy of Marketing Science</i> , 2011, 39, 664-682.	7.2	19
72	The catbird seat of the sales force: How sales force integration leads to new product success. <i>International Journal of Research in Marketing</i> , 2017, 34, 462-479.	2.4	16

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73	Steering the Sales Force for New Product Selling: <i>Why</i> Is it Different, and <i>How</i> Can Firms Motivate Different Sales Reps?. Journal of Product Innovation Management, 2019, 36, 282-304.	5.2	16
74	Hierarchical multi-objective decision making. European Journal of Operational Research, 1998, 105, 155-161.	3.5	15
75	Delusive perceptionâ€™ antecedents and consequences of salespeopleâ€™s misperception of customer commitment. Journal of the Academy of Marketing Science, 2014, 42, 137-153.	7.2	15
76	The Role of Departmental Thought Worlds in Shaping Escalation of Commitment in New Product Development Projects. Journal of Product Innovation Management, 2020, 37, 48-73.	5.2	15
77	Ensuring international competitiveness: a configurative approach to foreign marketing subsidiaries. Journal of the Academy of Marketing Science, 2012, 40, 290-312.	7.2	14
78	Enhancing innovation commercialization through supervisorâ€™ sales rep fit. Journal of the Academy of Marketing Science, 2019, 47, 681-701.	7.2	12
79	Toward a Differentiated Understanding of the Valueâ€™Creation Chain. British Journal of Management, 2017, 28, 444-463.	3.3	9
80	Incentivizing of inside sales units â€™ the interplay of incentive types and unit structures. Journal of Personal Selling and Sales Management, 2021, 41, 181-199.	1.7	9
81	Theoretische Perspektiven zur Kundenzufriedenheit. , 2012, , 17-52.		9
82	Theoretische Perspektiven zur Kundenzufriedenheit. , 2016, , 17-52.		7
83	Addressing a product management's orphan: How to externally implement product eliminations in a B2B setting. Industrial Marketing Management, 2018, 68, 56-73.	3.7	6
84	Grundlagen des Marketingmanagements. , 2020, , .		5
85	Saving money or losing face? An international study on social stigmatization in discount stores. Psychology and Marketing, 2021, 38, 908-932.	4.6	4
86	Professionelles Vertriebsmanagement â€™ Der Status Quo in Forschung und Praxis. , 2011, , 3-31.		3
87	Fight or flight: Can marketing tools help consumers cope with selfâ€™discrepancies and social identity threat?. Journal of Consumer Behaviour, 0, , .	2.6	2
88	Messung von Markenzufriedenheit und MarkenloyalitÄt. , 2016, , 1-18.		1
89	Gestaltung des Beschwerdemanagements â€™ Eine integrative Betrachtung. , 2010, , 297-324.		0
90	Erfolgsfaktoren der Steuerung der Marktbearbeitung. , 2011, , 3-24.		0

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91	Datenanalyse und -interpretation. , 2012, , 319-420.		0
92	Einsatz des Marketingmix im Kundenbeziehungsmanagement. , 2012, , 921-944.		0
93	Marketing- und Vertriebscontrolling. , 2012, , 1167-1199.		0
94	Produktpolitik. , 2012, , 543-647.		0
95	Business-to-Business-Marketing. , 2012, , 1023-1056.		0
96	Das Verhalten der Konsumenten. , 2012, , 25-138.		0
97	Messung von Markenzufriedenheit und MarkenloyalitÄt. Springer Reference Wirtschaft, 2019, , 1289-1306.	0.1	0
98	Produktpolitik. , 2020, , 597-719.		0
99	Das Verhalten der Wettbewerber. , 2020, , 239-265.		0
100	Datenanalyse und -interpretation. , 2020, , 353-463.		0
101	Einsatz des Marketingmix im Kundenbeziehungsmanagement. , 2020, , 1021-1049.		0
102	Das Verhalten der Konsumenten. , 2020, , 25-152.		0
103	Business-to-Business-Marketing. , 2020, , 1141-1178.		0
104	Preispolitik. , 2020, , 721-824.		0
105	Formulierung, Bewertung und Auswahl von Marketingstrategien. , 2020, , 543-591.		0
106	Marketing- und Vertriebsorganisation. , 2020, , 1235-1274.		0
107	Marketing- und Vertriebscontrolling. , 2020, , 1299-1335.		0
108	Handelsmarketing. , 2020, , 1095-1139.		0