

Christian Homburg

List of Publications by Citations

Source: <https://exaly.com/author-pdf/4112128/christian-homburg-publications-by-citations.pdf>

Version: 2024-04-26

This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.

The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

110
papers

12,694
citations

49
h-index

111
g-index

111
ext. papers

14,348
ext. citations

8.7
avg, IF

6.88
L-index

#	Paper	IF	Citations
110	Applications of structural equation modeling in marketing and consumer research: A review. <i>International Journal of Research in Marketing</i> , 1996 , 13, 139-161	5.5	1206
109	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	11	980
108	A Multiple-Layer Model of Market-Oriented Organizational Culture: Measurement Issues and Performance Outcomes. <i>Journal of Marketing Research</i> , 2000 , 37, 449-462	5.2	784
107	Personal characteristics as moderators of the relationship between customer satisfaction and loyalty: An empirical analysis. <i>Psychology and Marketing</i> , 2001 , 18, 43-66	3.9	653
106	Buyer-Supplier Relationships and Customer Firm Costs. <i>Journal of Marketing</i> , 2001 , 65, 29-43	11	539
105	A Marketing Perspective on Mergers and Acquisitions: How Marketing Integration Affects Postmerger Performance. <i>Journal of Marketing</i> , 2005 , 69, 95-113	11	476
104	Does Customer Interaction Enhance New Product Success?. <i>Journal of Business Research</i> , 2000 , 49, 1-14	8.7	460
103	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	11	459
102	Social Identity and the Service-Profit Chain. <i>Journal of Marketing</i> , 2009 , 73, 38-54	11	441
101	Customer experience management: toward implementing an evolving marketing concept. <i>Journal of the Academy of Marketing Science</i> , 2017 , 45, 377-401	12.4	347
100	Service Orientation of a Retailer's Business Strategy: Dimensions, Antecedents, and Performance Outcomes. <i>Journal of Marketing</i> , 2002 , 66, 86-101	11	316
99	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	11	308
98	Neglected Outcomes of Customer Satisfaction. <i>Journal of Marketing</i> , 2007 , 71, 133-149	11	282
97	A Configurational Perspective on Key Account Management. <i>Journal of Marketing</i> , 2002 , 66, 38-60	11	278
96	The link between salespeople'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	12.4	270
95	The Thought Worlds of Marketing and Sales: Which Differences Make a Difference?. <i>Journal of Marketing</i> , 2007 , 71, 124-142	11	248
94	New Product Design: Concept, Measurement, and Consequences. <i>Journal of Marketing</i> , 2015 , 79, 41-56	11	220

93	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	11	219
92	Marketing's Influence within the Firm. <i>Journal of Marketing</i> , 1999 , 63, 1	11	192
91	Implementing the Marketing Concept at the Employee-Customer Interface: The Role of Customer Need Knowledge. <i>Journal of Marketing</i> , 2009 , 73, 64-81	11	191
90	Implementing the Marketing Concept at the Employee-Customer Interface: The Role of Customer Need Knowledge. <i>Journal of Marketing</i> , 2009 , 73, 64-81	11	186
89	Customer satisfaction in industrial markets: dimensional and multiple role issues. <i>Journal of Business Research</i> , 2001 , 52, 15-33	8.7	171
88	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	2.3	168
87	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	12.4	160
86	Configurations of Marketing and Sales: A Taxonomy. <i>Journal of Marketing</i> , 2008 , 72, 133-154	11	156
85	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	12.4	153
84	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	11	150
83	What Drives Key Informant Accuracy?. <i>Journal of Marketing Research</i> , 2012 , 49, 594-608	5.2	148
82	Exploring Subsidiary Desire for Autonomy: A Conceptual Framework and Empirical Findings. <i>Journal of International Marketing</i> , 2014 , 22, 21-43	3.9	140
81	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	12.4	137
80	Responsiveness to Customers and Competitors: The Role of Affective and Cognitive Organizational Systems. <i>Journal of Marketing</i> , 2007 , 71, 18-38	11	131
79	Should marketing be cross-functional? Conceptual development and international empirical evidence. <i>Journal of Business Research</i> , 2002 , 55, 451-465	8.7	126
78	Marketing Performance Measurement Systems: Does Comprehensiveness Really Improve Performance?. <i>Journal of Marketing</i> , 2012 , 76, 56-77	11	121
77	Customer Satisfaction, Analyst Stock Recommendations, and Firm Value. <i>Journal of Marketing Research</i> , 2010 , 47, 1041-1058	5.2	117
76	Firm-hosted online brand communities and new product success. <i>Journal of the Academy of Marketing Science</i> , 2014 , 42, 29-48	12.4	105

75	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	12.4	92
74	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	5.2	88
73	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	12.4	86
72	Effective customer journey design: consumers' conception, measurement, and consequences. <i>Journal of the Academy of Marketing Science</i> , 2019 , 47, 551-568	12.4	82
71	Retaliatory Behavior to New Product Entry. <i>Journal of Marketing</i> , 1999 , 63, 90-106	11	76
70	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	2.3	76
69	How to get lost customers back?. <i>Journal of the Academy of Marketing Science</i> , 2007 , 35, 461-474	12.4	72
68	Market-Oriented Management: A Systems-Based Perspective. <i>Journal of Market-Focused Management</i> , 1999 , 4, 17-41		68
67	Satisfaction, Complaint, and the Stock Value Gap. <i>Journal of Marketing</i> , 2008 , 72, 29-43	11	66
66	Retaliatory Behavior to New Product Entry. <i>Journal of Marketing</i> , 1999 , 63, 90	11	65
65	How to Organize Pricing? Vertical Delegation and Horizontal Dispersion of Pricing Authority. <i>Journal of Marketing</i> , 2012 , 76, 49-69	11	56
64	Understanding the adoption of new brands through salespeople: a multilevel framework. <i>Journal of the Academy of Marketing Science</i> , 2008 , 36, 278-291	12.4	56
63	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	8.7	51
62	Looking beyond the Horizon: How to Approach the Customers' Customers in Business-to-Business Markets. <i>Journal of Marketing</i> , 2014 , 78, 58-77	11	49
61	Satisfaction, Complaint, and the Stock Value Gap. <i>Journal of Marketing</i> , 2008 , 72, 29-43	11	49
60	Motivating Sales Reps for Innovation Selling in Different Cultures. <i>Journal of Marketing</i> , 2016 , 80, 101-120		46
59	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	12.4	42
58	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	12.4	39

57	Patient empowerment: A cross-disease exploration of antecedents and consequences. <i>International Journal of Research in Marketing</i> , 2015 , 32, 375-386	5.5	37
56	Preannouncing pioneering versus follower products: what should the message be?. <i>Journal of the Academy of Marketing Science</i> , 2009 , 37, 310-327	12.4	37
55	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	12.4	33
54	How price increases affect future purchases: The role of mental budgeting, income, and framing. <i>Psychology and Marketing</i> , 2010 , 27, 36-53	3.9	30
53	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	5.5	27
52	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	2.3	27
51	Cross-Validation and Information Criteria in Causal Modeling. <i>Journal of Marketing Research</i> , 1991 , 28, 137	5.2	25
50	Betriebswirtschaftslehre als Empirische Wissenschaft [Bestandsaufnahme und Empfehlungen. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , 2007 , 59, 27-60	0.2	24
49	Cross-Validation and Information Criteria in Causal Modeling. <i>Journal of Marketing Research</i> , 1991 , 28, 137-144	5.2	22
48	Marketing Excellence: Nature, Measurement, and Investor Valuations. <i>Journal of Marketing</i> , 2020 , 84, 1-22	11	21
47	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	2.3	20
46	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	7.1	20
45	Internal and external price search in industrial buying: The moderating role of customer satisfaction. <i>Journal of Business Research</i> , 2014 , 67, 1581-1588	8.7	18
44	When salespeople develop negative headquarters stereotypes: performance effects and managerial remedies. <i>Journal of the Academy of Marketing Science</i> , 2011 , 39, 664-682	12.4	17
43	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	12.4	15
42	Hierarchical multi-objective decision making. <i>European Journal of Operational Research</i> , 1998 , 105, 155-166	5.6	14
41	Gestaltung und Erfolgsauswirkungen der Absatzplanung: Eine branchenübergreifende empirische Analyse. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , 2008 , 60, 634-670	0.2	13
40	Ensuring international competitiveness: a configurative approach to foreign marketing subsidiaries. <i>Journal of the Academy of Marketing Science</i> , 2012 , 40, 290-312	12.4	11

39	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	5.5	11
38	Tolerating and Managing Failure: An Organizational Perspective on Customer Reacquisition Management. <i>Journal of Marketing</i> , 2020 , 84, 117-136	11	10
37	Theoretische Perspektiven zur Kundenzufriedenheit 2012 , 17-52		8
36	Digital business capability: its impact on firm and customer performance. <i>Journal of the Academy of Marketing Science</i> , 2021 , 49, 762-789	12.4	8
35	The Role of Departmental Thought Worlds in Shaping Escalation of Commitment in New Product Development Projects. <i>Journal of Product Innovation Management</i> , 2020 , 37, 48-73	7.1	7
34	Enhancing innovation commercialization through supervisor sales rep fit. <i>Journal of the Academy of Marketing Science</i> , 2019 , 47, 681-701	12.4	6
33	Delusive perception antecedents and consequences of salespeople's misperception of customer commitment. <i>Journal of the Academy of Marketing Science</i> , 2014 , 42, 137-153	12.4	6
32	Steering the Sales Force for New Product Selling: Why Is it Different, and How Can Firms Motivate Different Sales Reps?. <i>Journal of Product Innovation Management</i> , 2019 , 36, 282-304	7.1	6
31	Toward a Differentiated Understanding of the Value-Creation Chain. <i>British Journal of Management</i> , 2017 , 28, 444-463	5.6	4
30	Addressing a product management's orphan: How to externally implement product eliminations in a B2B setting. <i>Industrial Marketing Management</i> , 2018 , 68, 56-73	6.9	3
29	Theoretische Perspektiven zur Kundenzufriedenheit 2016 , 17-52		3
28	Professionelles Vertriebsmanagement [Der Status Quo in Forschung und Praxis 2011 , 3-31		3
27	Wage Inequality: Its Impact on Customer Satisfaction and Firm Performance. <i>Journal of Marketing</i> , 2022 , 42, 211-226	10.266	3
26	Der Einfluss von Neuproduktvorankündigungen auf den Shareholder Value: Eine empirische Untersuchung. <i>Journal of Business Economics</i> , 2009 , 79, 751-779	2.3	2
25	Grundlagen des Marketingmanagements 2020 ,		2
24	Incentivizing of inside sales units [The interplay of incentive types and unit structures. <i>Journal of Personal Selling and Sales Management</i> , 2021 , 41, 181-199	3.4	2
23	Saving money or losing face? An international study on social stigmatization in discount stores. <i>Psychology and Marketing</i> , 2021 , 38, 908-932	3.9	1
22	The value relevance of digital marketing capabilities to firm performance.. <i>Journal of the Academy of Marketing Science</i> , 2022 , 1-23	12.4	1

21 Preispolitik **2020**, 721-824

20 Formulierung, Bewertung und Auswahl von Marketingstrategien **2020**, 543-591

19 Marketing- und Vertriebsorganisation **2020**, 1235-1274

18 Marketing- und Vertriebscontrolling **2020**, 1299-1335

17 Handelsmarketing **2020**, 1095-1139

16 Messung von Markenzufriedenheit und Markenloyalität. *Springer Reference Wirtschaft*, **2019**, 1289-1306 0.2

15 Produktpolitik **2020**, 597-719

14 Das Verhalten der Wettbewerber **2020**, 239-265

13 Datenanalyse und -interpretation **2020**, 353-463

12 Einsatz des Marketingmix im Kundenbeziehungsmanagement **2020**, 1021-1049

11 Das Verhalten der Konsumenten **2020**, 25-152

10 Business-to-Business-Marketing **2020**, 1141-1178

9 Messung von Markenzufriedenheit und Markenloyalität **2016**, 1-18

8 Gestaltung des Beschwerdemanagements [Eine integrative Betrachtung **2010**, 297-324

7 Erfolgsfaktoren der Steuerung der Marktbearbeitung **2011**, 3-24

6 Datenanalyse und -interpretation **2012**, 319-420

5 Einsatz des Marketingmix im Kundenbeziehungsmanagement **2012**, 921-944

4 Marketing- und Vertriebscontrolling **2012**, 1167-1199

- 3 Produktpolitik **2012**, 543-647
- 2 Business-to-Business-Marketing **2012**, 1023-1056
- 1 Das Verhalten der Konsumenten **2012**, 25-138