

# Christian Homburg

## List of Publications by Year in Descending Order

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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.

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	The value relevance of digital marketing capabilities to firm performance.. <i>Journal of the Academy of Marketing Science</i> , <b>2022</b> , 1-23	12.4	1
109	Saving money or losing face? An international study on social stigmatization in discount stores. <i>Psychology and Marketing</i> , <b>2021</b> , 38, 908-932	3.9	1
108	Digital business capability: its impact on firm and customer performance. <i>Journal of the Academy of Marketing Science</i> , <b>2021</b> , 49, 762-789	12.4	8
107	Incentivizing of inside sales units ¶the interplay of incentive types and unit structures. <i>Journal of Personal Selling and Sales Management</i> , <b>2021</b> , 41, 181-199	3.4	2
106	Tolerating and Managing Failure: An Organizational Perspective on Customer Reacquisition Management. <i>Journal of Marketing</i> , <b>2020</b> , 84, 117-136	11	10
105	Marketing Excellence: Nature, Measurement, and Investor Valuations. <i>Journal of Marketing</i> , <b>2020</b> , 84, 1-22	11	21
104	Preispolitik <b>2020</b> , 721-824		
103	Formulierung, Bewertung und Auswahl von Marketingstrategien <b>2020</b> , 543-591		
102	Marketing- und Vertriebsorganisation <b>2020</b> , 1235-1274		
101	Marketing- und Vertriebscontrolling <b>2020</b> , 1299-1335		
100	Handelsmarketing <b>2020</b> , 1095-1139		
99	Produktpolitik <b>2020</b> , 597-719		
98	Das Verhalten der Wettbewerber <b>2020</b> , 239-265		
97	Datenanalyse und -interpretation <b>2020</b> , 353-463		
96	Einsatz des Marketingmix im Kundenbeziehungsmanagement <b>2020</b> , 1021-1049		
95	Das Verhalten der Konsumenten <b>2020</b> , 25-152		
94	Business-to-Business-Marketing <b>2020</b> , 1141-1178		

93	The Role of Departmental Thought Worlds in Shaping Escalation of Commitment in New Product Development Projects. <i>Journal of Product Innovation Management</i> , <b>2020</b> , 37, 48-73	7.1	7
92	Grundlagen des Marketingmanagements <b>2020</b> ,		2
91	Enhancing innovation commercialization through supervisorSales rep fit. <i>Journal of the Academy of Marketing Science</i> , <b>2019</b> , 47, 681-701	12.4	6
90	Messung von Markenzufriedenheit und Markenloyalität. <i>Springer Reference Wirtschaft</i> , <b>2019</b> , 1289-1306	0.2	
89	Supporting New Product Launches With Social Media Communication and Online Advertising: Sales Volume and Profit Implications. <i>Journal of Product Innovation Management</i> , <b>2019</b> , 36, 172-195	7.1	20
88	Effective customer journey design: consumersKonception, measurement, and consequences. <i>Journal of the Academy of Marketing Science</i> , <b>2019</b> , 47, 551-568	12.4	82
87	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> , <b>2019</b> , 36, 282-304	7.1	6
86	Addressing a product management's orphan: How to externally implement product eliminations in a B2B setting. <i>Industrial Marketing Management</i> , <b>2018</b> , 68, 56-73	6.9	3
85	Customer experience management: toward implementing an evolving marketing concept. <i>Journal of the Academy of Marketing Science</i> , <b>2017</b> , 45, 377-401	12.4	347
84	The contingent roles of R&DSales versus R&DMarketing cooperation in new-product development of business-to-business firms. <i>International Journal of Research in Marketing</i> , <b>2017</b> , 34, 212-230	5.5	27
83	Toward a Differentiated Understanding of the Value-Creation Chain. <i>British Journal of Management</i> , <b>2017</b> , 28, 444-463	5.6	4
82	The catbird seat of the sales force: How sales force integration leads to new product success. <i>International Journal of Research in Marketing</i> , <b>2017</b> , 34, 462-479	5.5	11
81	Motivating Sales Reps for Innovation Selling in Different Cultures. <i>Journal of Marketing</i> , <b>2016</b> , 80, 101-120	11	46
80	Theoretische Perspektiven zur Kundenzufriedenheit <b>2016</b> , 17-52		3
79	Messung von Markenzufriedenheit und Markenloyalität <b>2016</b> , 1-18		
78	Patient empowerment: A cross-disease exploration of antecedents and consequences. <i>International Journal of Research in Marketing</i> , <b>2015</b> , 32, 375-386	5.5	37
77	New Product Design: Concept, Measurement, and Consequences. <i>Journal of Marketing</i> , <b>2015</b> , 79, 41-56	11	220
76	Talented people and strong brands: The contribution of human capital and brand equity to firm value. <i>Strategic Management Journal</i> , <b>2015</b> , 36, 2122-2131	5.2	88

75	The loss of the marketing department's influence: is it really happening? And why worry?. <i>Journal of the Academy of Marketing Science</i> , <b>2015</b> , 43, 1-13	12.4	153
74	How price complexity takes its toll: The neglected role of a simplicity bias and fairness in price evaluations. <i>Journal of Business Research</i> , <b>2014</b> , 67, 1114-1122	8.7	51
73	Looking beyond the Horizon: How to Approach the Customers' Customers in Business-to-Business Markets. <i>Journal of Marketing</i> , <b>2014</b> , 78, 58-77	11	49
72	Exploring Subsidiary Desire for Autonomy: A Conceptual Framework and Empirical Findings. <i>Journal of International Marketing</i> , <b>2014</b> , 22, 21-43	3.9	140
71	Firm Value Creation through Major Channel Expansions: Evidence from an Event Study in the United States, Germany, and China. <i>Journal of Marketing</i> , <b>2014</b> , 78, 38-61	11	150
70	Internal and external price search in industrial buying: The moderating role of customer satisfaction. <i>Journal of Business Research</i> , <b>2014</b> , 67, 1581-1588	8.7	18
69	Delusive perception's antecedents and consequences of salespeople's misperception of customer commitment. <i>Journal of the Academy of Marketing Science</i> , <b>2014</b> , 42, 137-153	12.4	6
68	Firm-hosted online brand communities and new product success. <i>Journal of the Academy of Marketing Science</i> , <b>2014</b> , 42, 29-48	12.4	105
67	Incumbents' defense strategies: a comparison of deterrence and shakeout strategy based on evolutionary game theory. <i>Journal of the Academy of Marketing Science</i> , <b>2013</b> , 41, 185-205	12.4	15
66	Corporate Social Responsibility in Business-to-Business Markets: How Organizational Customers Account for Supplier Corporate Social Responsibility Engagement. <i>Journal of Marketing</i> , <b>2013</b> , 77, 54-72	11	219
65	Ensuring international competitiveness: a configurative approach to foreign marketing subsidiaries. <i>Journal of the Academy of Marketing Science</i> , <b>2012</b> , 40, 290-312	12.4	11
64	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> , <b>2012</b> , 40, 745-758	12.4	39
63	How to Organize Pricing? Vertical Delegation and Horizontal Dispersion of Pricing Authority. <i>Journal of Marketing</i> , <b>2012</b> , 76, 49-69	11	56
62	Marketing Performance Measurement Systems: Does Comprehensiveness Really Improve Performance?. <i>Journal of Marketing</i> , <b>2012</b> , 76, 56-77	11	121
61	What Drives Key Informant Accuracy?. <i>Journal of Marketing Research</i> , <b>2012</b> , 49, 594-608	5.2	148
60	Theoretische Perspektiven zur Kundenzufriedenheit <b>2012</b> , 17-52		8
59	Datenanalyse und -interpretation <b>2012</b> , 319-420		
58	Einsatz des Marketingmix im Kundenbeziehungsmanagement <b>2012</b> , 921-944		

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

56 Produktpolitik **2012**, 543-647

55 Business-to-Business-Marketing **2012**, 1023-1056

54 Das Verhalten der Konsumenten **2012**, 25-138

53 When Should the Customer Really be King? On the Optimum Level of Salesperson Customer Orientation in Sales Encounters. *Journal of Marketing*, **2011**, 75, 55-74 11 459

52 When does salespeople's customer orientation lead to customer loyalty? The differential effects of relational and functional customer orientation. *Journal of the Academy of Marketing Science*, **2011**, 39, 795-812 12.4 137

51 When salespeople develop negative headquarters stereotypes: performance effects and managerial remedies. *Journal of the Academy of Marketing Science*, **2011**, 39, 664-682 12.4 17

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

49 Professionelles Vertriebsmanagement [Der Status Quo in Forschung und Praxis **2011**, 3-31 3

48 Customer Satisfaction, Analyst Stock Recommendations, and Firm Value. *Journal of Marketing Research*, **2010**, 47, 1041-1058 5.2 117

47 Social influence on salespeople's adoption of sales technology: a multilevel analysis. *Journal of the Academy of Marketing Science*, **2010**, 38, 159-168 12.4 92

46 On the importance of complaint handling design: a multi-level analysis of the impact in specific complaint situations. *Journal of the Academy of Marketing Science*, **2010**, 38, 265-287 12.4 42

45 A customer perspective on product eliminations: how the removal of products affects customers and business relationships. *Journal of the Academy of Marketing Science*, **2010**, 38, 531-549 12.4 33

44 How price increases affect future purchases: The role of mental budgeting, income, and framing. *Psychology and Marketing*, **2010**, 27, 36-53 3.9 30

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

42 Implementing the Marketing Concept at the Employee-Customer Interface: The Role of Customer Need Knowledge. *Journal of Marketing*, **2009**, 73, 64-81 11 191

41 Social Identity and the Service-Profit Chain. *Journal of Marketing*, **2009**, 73, 38-54 11 441

40 Implementing the Marketing Concept at the Employee-Customer Interface: The Role of Customer Need Knowledge. *Journal of Marketing*, **2009**, 73, 64-81 11 186

39	Preannouncing pioneering versus follower products: what should the message be?. <i>Journal of the Academy of Marketing Science</i> , <b>2009</b> , 37, 310-327	12.4	37
38	Der Einfluss von Neuproduktvorankündigungen auf den Shareholder Value: Eine empirische Untersuchung. <i>Journal of Business Economics</i> , <b>2009</b> , 79, 751-779	2.3	2
37	Configurations of Marketing and Sales: A Taxonomy. <i>Journal of Marketing</i> , <b>2008</b> , 72, 133-154	11	156
36	Satisfaction, Complaint, and the Stock Value Gap. <i>Journal of Marketing</i> , <b>2008</b> , 72, 29-43	11	49
35	Gestaltung und Erfolgsauswirkungen der Absatzplanung: Eine branchenübergreifende empirische Analyse. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , <b>2008</b> , 60, 634-670	0.2	13
34	Satisfaction, Complaint, and the Stock Value Gap. <i>Journal of Marketing</i> , <b>2008</b> , 72, 29-43	11	66
33	Understanding the adoption of new brands through salespeople: a multilevel framework. <i>Journal of the Academy of Marketing Science</i> , <b>2008</b> , 36, 278-291	12.4	56
32	Responsiveness to Customers and Competitors: The Role of Affective and Cognitive Organizational Systems. <i>Journal of Marketing</i> , <b>2007</b> , 71, 18-38	11	131
31	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> , <b>2007</b> , 35, 523-536	12.4	86
30	How to get lost customers back?. <i>Journal of the Academy of Marketing Science</i> , <b>2007</b> , 35, 461-474	12.4	72
29	The Thought Worlds of Marketing and Sales: Which Differences Make a Difference?. <i>Journal of Marketing</i> , <b>2007</b> , 71, 124-142	11	248
28	Neglected Outcomes of Customer Satisfaction. <i>Journal of Marketing</i> , <b>2007</b> , 71, 133-149	11	282
27	Betriebswirtschaftslehre als Empirische Wissenschaft [Bestandsaufnahme und Empfehlungen. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , <b>2007</b> , 59, 27-60	0.2	24
26	Customers' reactions to price increases: Do customer satisfaction and perceived motive fairness matter?. <i>Journal of the Academy of Marketing Science</i> , <b>2005</b> , 33, 36-49	12.4	160
25	How Organizational Complaint Handling Drives Customer Loyalty: An Analysis of the Mechanistic and the Organic Approach. <i>Journal of Marketing</i> , <b>2005</b> , 69, 95-114	11	308
24	Do Satisfied Customers Really Pay More? A Study of the Relationship between Customer Satisfaction and Willingness to Pay. <i>Journal of Marketing</i> , <b>2005</b> , 69, 84-96	11	980
23	A Marketing Perspective on Mergers and Acquisitions: How Marketing Integration Affects Postmerger Performance. <i>Journal of Marketing</i> , <b>2005</b> , 69, 95-113	11	476
22	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> , <b>2004</b> , 32, 144-158	12.4	270

21	The Role of Soft Factors in Implementing a Service-Oriented Strategy in Industrial Marketing Companies. <i>Journal of Business-to-Business Marketing</i> , <b>2003</b> , 10, 23-51	2.3	168
20	Opposites Attract, but Similarity Works: A Study of Interorganizational Similarity in Marketing Channels. <i>Journal of Business-to-Business Marketing</i> , <b>2002</b> , 10, 31-54	2.3	20
19	A Configurational Perspective on Key Account Management. <i>Journal of Marketing</i> , <b>2002</b> , 66, 38-60	11	278
18	Service Orientation of a Retailer's Business Strategy: Dimensions, Antecedents, and Performance Outcomes. <i>Journal of Marketing</i> , <b>2002</b> , 66, 86-101	11	316
17	Should marketing be cross-functional? Conceptual development and international empirical evidence. <i>Journal of Business Research</i> , <b>2002</b> , 55, 451-465	8.7	126
16	Personal characteristics as moderators of the relationship between customer satisfaction and loyalty: An empirical analysis. <i>Psychology and Marketing</i> , <b>2001</b> , 18, 43-66	3.9	653
15	Towards an Improved Understanding of Industrial Buying Behavior: Determinants of the Number of Suppliers. <i>Journal of Business-to-Business Marketing</i> , <b>2001</b> , 8, 5-33	2.3	27
14	Buyer-Supplier Relationships and Customer Firm Costs. <i>Journal of Marketing</i> , <b>2001</b> , 65, 29-43	11	539
13	Customer satisfaction in industrial markets: dimensional and multiple role issues. <i>Journal of Business Research</i> , <b>2001</b> , 52, 15-33	8.7	171
12	A Multiple-Layer Model of Market-Oriented Organizational Culture: Measurement Issues and Performance Outcomes. <i>Journal of Marketing Research</i> , <b>2000</b> , 37, 449-462	5.2	784
11	Does Customer Interaction Enhance New Product Success?. <i>Journal of Business Research</i> , <b>2000</b> , 49, 1-14	8.7	460
10	Retaliatory Behavior to New Product Entry. <i>Journal of Marketing</i> , <b>1999</b> , 63, 90-106	11	76
9	Retaliatory Behavior to New Product Entry. <i>Journal of Marketing</i> , <b>1999</b> , 63, 90	11	65
8	Marketing's Influence within the Firm. <i>Journal of Marketing</i> , <b>1999</b> , 63, 1	11	192
7	Towards an Improved Understanding of Industrial Services: Quality Dimensions and Their Impact on Buyer-Seller Relationships. <i>Journal of Business-to-Business Marketing</i> , <b>1999</b> , 6, 39-71	2.3	76
6	Market-Oriented Management: A Systems-Based Perspective. <i>Journal of Market-Focused Management</i> , <b>1999</b> , 4, 17-41		68
5	Hierarchical multi-objective decision making. <i>European Journal of Operational Research</i> , <b>1998</b> , 105, 155-166	11	14
4	Applications of structural equation modeling in marketing and consumer research: A review. <i>International Journal of Research in Marketing</i> , <b>1996</b> , 13, 139-161	5.5	1206

- 3 Cross-Validation and Information Criteria in Causal Modeling. *Journal of Marketing Research*, **1991**, 28, 137 5.2 25
- 2 Cross-Validation and Information Criteria in Causal Modeling. *Journal of Marketing Research*, **1991**, 28, 137-144 5.2 22
- 1 Wage Inequality: Its Impact on Customer Satisfaction and Firm Performance. *Journal of Marketing*, 0022-4221/10/266 4.2 21