

# Mark A A M Leenders

## List of Publications by Year in descending order

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41  
papers

2,101  
citations

394421

19  
h-index

315739

38  
g-index

41  
all docs

41  
docs citations

41  
times ranked

1472  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Motion Picture Industry: Critical Issues in Practice, Current Research, and New Research Directions. <i>Marketing Science</i> , 2006, 25, 638-661.	4.1	419
2	How integrating industrial design in the product development process impacts on company performance. <i>Journal of Product Innovation Management</i> , 2001, 18, 28-38.	9.5	227
3	How integrating industrial design in the product development process impacts on company performance. <i>Journal of Product Innovation Management</i> , 2001, 18, 28-38.	9.5	197
4	The effectiveness of different mechanisms for integrating marketing and R&D. <i>Journal of Product Innovation Management</i> , 2002, 19, 305-317.	9.5	160
5	The impact of film reviews on the box office performance of art house versus mainstream motion pictures. <i>Journal of Cultural Economics</i> , 2007, 31, 43-63.	2.2	112
6	Why Some Awards Are More Effective Signals of Quality Than Others: A Study of Movie Awards. <i>Journal of Management</i> , 2008, 34, 25-54.	9.3	104
7	User innovation and entrepreneurship in the virtual world: A study of Second Life residents. <i>Technovation</i> , 2012, 32, 464-476.	7.8	84
8	Antecedents and consequences of green innovation in the wine industry: the role of channel structure. <i>Technology Analysis and Strategic Management</i> , 2013, 25, 203-218.	3.5	76
9	The effect of the marketing&R&D interface on new product performance: The critical role of resources and scope. <i>International Journal of Research in Marketing</i> , 2008, 25, 56-68.	4.2	71
10	Firm resources and the development of environmental sustainability among small and medium-sized enterprises: Evidence from the Australian wine industry. <i>Business Strategy and the Environment</i> , 2019, 28, 25-39.	14.3	60
11	Ambient scent as a mood inducer in supermarkets: The role of scent intensity and time-pressure of shoppers. <i>Journal of Retailing and Consumer Services</i> , 2019, 48, 270-280.	9.4	60
12	The relative importance of the brand of music festivals: a customer equity perspective. <i>Journal of Strategic Marketing</i> , 2010, 18, 291-301.	5.5	59
13	Competitiveness and Evolution of Family Businesses. <i>European Management Journal</i> , 2003, 21, 686-697.	5.1	57
14	Managing Cross-Functional Cooperation for New Product Development Success. <i>Long Range Planning</i> , 2011, 44, 26-41.	4.9	50
15	The antecedents and consequences of restrictive age-based ratings in the global motion picture industry. <i>International Journal of Research in Marketing</i> , 2011, 28, 367-377.	4.2	42
16	Ownership in the virtual world and the implications for long-term user innovation success. <i>Technovation</i> , 2018, 78, 56-65.	7.8	40
17	The dynamics of inter-firm networks in the course of the industry life cycle: the role of appropriability. <i>Technology Analysis and Strategic Management</i> , 1996, 8, 439-454.	3.5	29
18	Beating the odds in the innovation arena: The role of market and technology signals classification and noise. <i>Industrial Marketing Management</i> , 2007, 36, 420-429.	6.7	25

#	ARTICLE	IF	CITATIONS
19	Performance effects of cognitive heterogeneity in dual leadership structures in the arts: The role of selection system orientations. <i>European Management Journal</i> , 2012, 30, 523-534.	5.1	24
20	Success in the Dutch Music Festival Market: The Role of Format and Content. <i>JMM International Journal on Media Management</i> , 2005, 7, 148-157.	0.8	18
21	More effective assessment of market performance in later stages of the product development process: The case of the motion picture industry. <i>Marketing Letters</i> , 2012, 23, 1019-1031.	2.9	18
22	Social networking from a social capital perspective: a cross-cultural analysis. <i>European Journal of Marketing</i> , 2019, 53, 1234-1253.	2.9	18
23	Risk-taking behavior of technology firms: The role of performance feedback in the video game industry. <i>Technovation</i> , 2016, 54, 22-34.	7.8	16
24	Avoiding the "too comfortable in the saddle" syndrome: Obtaining high performance from the chairperson, CEO and inside directors. <i>Journal of Business Research</i> , 2016, 69, 5972-5982.	10.2	15
25	Market positioning: the shifting effects of niche overlap. <i>Industrial and Corporate Change</i> , 2012, 21, 1451-1477.	2.8	12
26	Building a local identity through sellout crowds: the impact of brand popularity, brand similarity, and brand diversity of music festivals. <i>Journal of Strategic Marketing</i> , 2019, 27, 435-450.	5.5	12
27	The Importance of the Location in Hosting a Festival: A Mapping Approach. <i>Journal of Hospitality Marketing and Management</i> , 2015, 24, 754-769.	8.2	11
28	Comprehensiveness of circular economy assessments of regions: a systematic review at the macro-level. <i>Environmental Research Letters</i> , 2021, 16, 103001.	5.2	11
29	The good, the bad and the variable. <i>European Journal of Marketing</i> , 2014, 48, 1466-1486.	2.9	10
30	Success in the Dutch Music Festival Market: The Role of Format and Content. <i>JMM International Journal on Media Management</i> , 2005, 7, 148-157.	0.8	10
31	The producer-consumer classification gap and its effects on music festival success. <i>European Journal of Marketing</i> , 2016, 50, 1726-1745.	2.9	9
32	New product performance and the benefit of periodically changing the relative influence balance between marketing and R&D. <i>Journal of Business and Industrial Marketing</i> , 2017, 32, 179-190.	3.0	9
33	Selection system orientations as an explanation for the differences between dual leaders of the same organization in their perception of organizational performance. <i>Journal of Management and Governance</i> , 2016, 20, 907-933.	4.1	7
34	International brand strategy and mode of entry in the services sector: lessons from the financial crisis. <i>Journal of Strategic Marketing</i> , 2013, 21, 48-67.	5.5	6
35	History matters: The impact of reviews and sales of earlier versions of a product on consumer and expert reviews of new editions. <i>European Management Journal</i> , 2014, 32, 73-83.	5.1	6
36	How are young music artists configuring their media and sales platforms in the digital age?. <i>Journal of Marketing Management</i> , 2015, 31, 1799-1817.	2.3	5

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37	Market or society? Dual orientations and the impact on innovativeness in media organizations. Journal of Strategic Marketing, 2017, 25, 439-453.	5.5	5
38	Relationship value benefits of membership programs, heterogeneous stakeholders and museum impact beyond fees. European Management Review, 0, , .	3.7	4
39	The dramatic breakdown of the market orientation concept in the pharmaceutical industry: lessons from Vioxx. Journal of Strategic Marketing, 2019, 27, 227-247.	5.5	2
40	Strategic intent constellations in market expansion of a Chinese firm: the case of Dalian Wanda. Journal of Strategic Marketing, 2023, 31, 1357-1378.	5.5	1
41	Antecedents and Consequences of Green Innovation in the Wine Industry: The Role of Channel Structure. SSRN Electronic Journal, 2012, , .	0.4	0