

Inge Geyskens

List of Publications by Citations

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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.

31 papers	7,452 citations	23 h-index	31 g-index
31 ext. papers	8,134 ext. citations	7.2 avg, IF	6.18 L-index

#	Paper	IF	Citations
31	How Country Characteristics Affect the Perceived Value of Web Sites. <i>Journal of Marketing</i> , 2006 , 70, 136-150	11	1500
30	The effects of trust and interdependence on relationship commitment: A trans-Atlantic study. <i>International Journal of Research in Marketing</i> , 1996 , 13, 303-317	5.5	769
29	The Market Valuation of Internet Channel Additions. <i>Journal of Marketing</i> , 2002 , 66, 102-119	11	739
28	A Meta-Analysis of Satisfaction in Marketing Channel Relationships. <i>Journal of Marketing Research</i> , 1999 , 36, 223-238	5.2	613
27	Generalizations about trust in marketing channel relationships using meta-analysis. <i>International Journal of Research in Marketing</i> , 1998 , 15, 223-248	5.5	565
26	Make, Buy, or Ally: A Transaction Cost Theory Meta-Analysis. <i>Academy of Management Journal</i> , 2006 , 49, 519-543	6.1	494
25	A Meta-Analysis of Satisfaction in Marketing Channel Relationships. <i>Journal of Marketing Research</i> , 1999 , 36, 223	5.2	491
24	The Formation of Buyer-Supplier Relationships: Detailed Contract Drafting and Close Partner Selection. <i>Journal of Marketing</i> , 2005 , 69, 103-117	11	404
23	A Review and Evaluation of Meta-Analysis Practices in Management Research. <i>Journal of Management</i> , 2009 , 35, 393-419	8.8	289
22	Economic and social satisfaction: measurement and relevance to marketing channel relationships. <i>Journal of Retailing</i> , 2000 , 76, 11-32	6.5	263
21	What Makes Consumers Willing to Pay a Price Premium for National Brands over Private Labels?. <i>Journal of Marketing Research</i> , 2010 , 47, 1011-1024	5.2	232
20	How cannibalistic is the Internet channel? A study of the newspaper industry in the United Kingdom and The Netherlands. <i>International Journal of Research in Marketing</i> , 2002 , 19, 337-348	5.5	228
19	Proliferating Private-Label Portfolios: How Introducing Economy and Premium Private Labels Influences Brand Choice. <i>Journal of Marketing Research</i> , 2010 , 47, 791-807	5.2	208
18	The effectiveness of contractual and trust-based governance in strategic alliances under behavioral and environmental uncertainty. <i>Strategic Management Journal</i> , 2016 , 37, 2521-2542	5.2	92
17	Manufacturer and Retailer Strategies to Impact Store Brand Share: Global Integration, Local Adaptation, and Worldwide Learning. <i>Marketing Science</i> , 2014 , 33, 6-26	3.6	86
16	Taking private labels upmarket: Empirical generalizations on category drivers of premium private label introductions. <i>Journal of Retailing</i> , 2014 , 90, 125-140	6.5	83
15	Retailer Private-Label Margins: The Role of Supplier and Quality-Tier Differentiation. <i>Journal of Marketing</i> , 2013 , 77, 86-103	11	65

14	The Market Valuation of Outsourcing New Product Development. <i>Journal of Marketing Research</i> , 2012 , 49, 682-695	5.2	56
13	Transaction cost economics and the roles of national culture: a test of hypotheses based on Inglehart and Hofstede. <i>Journal of the Academy of Marketing Science</i> , 2012 , 40, 252-270	12.4	52
12	Let Your Banner Wave? Antecedents and Performance Implications of Retailers' Private-Label Branding Strategies. <i>Journal of Marketing</i> , 2016 , 80, 1-19	11	43
11	Does private-label production by national-brand manufacturers create discounter goodwill?. <i>International Journal of Research in Marketing</i> , 2013 , 30, 343-357	5.5	33
10	The New Regulator in Town: The Effect of Walmart's Sustainability Mandate on Supplier Shareholder Value. <i>Journal of Marketing</i> , 2018 , 82, 124-141	11	33
9	The performance implications of outsourcing customer support to service providers in emerging versus established economies. <i>International Journal of Research in Marketing</i> , 2014 , 31, 280-292	5.5	27
8	How to brand your private labels. <i>Business Horizons</i> , 2018 , 61, 487-496	10.1	19
7	United We Stand: The Impact of Buying Groups on Retailer Productivity. <i>Journal of Marketing</i> , 2015 , 79, 16-33	11	19
6	Using technology to bring online convenience to offline shopping. <i>Marketing Letters</i> , 2020 , 31, 25-29	2.3	13
5	Opening the Umbrella: The Effects of Rebranding Multiple Category-Specific Private-Label Brands to One Umbrella Brand. <i>Journal of Marketing Research</i> , 2020 , 57, 677-694	5.2	12
4	Retailing Research in Rapidly Changing Times: On the Danger of Being Leapfrogged by Practice. <i>Journal of Retailing</i> , 2019 , 95, 6-9	6.5	11
3	Navigating the Last Mile: The Demand Effects of Click-and-Collect Order Fulfillment. <i>Journal of Marketing</i> , 2021 , 85, 158-178	11	7
2	Buyer participation in outsourced new product development projects: The role of relationship multiplexity. <i>Journal of Operations Management</i> , 2020 , 66, 578-612	5.2	6
1	Adding budget and premium private labels to standard private labels: Established empirical generalizations, emerging empirical insights, and future research. <i>Journal of Retailing</i> , 2022 , 98, 5-23	6.5	0