

G Tomas M Hult

List of Publications by Citations

Source: <https://exaly.com/author-pdf/8008501/g-tomas-m-hult-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.

178
papers

24,275
citations

68
h-index

155
g-index

194
ext. papers

28,188
ext. citations

5.5
avg, IF

7.32
L-index

#	Paper	IF	Citations
178	Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. <i>Journal of Retailing</i> , 2000 , 76, 193-218	6.5	3572
177	Innovation, Market Orientation, and Organizational Learning: An Integration and Empirical Examination. <i>Journal of Marketing</i> , 1998 , 62, 42-54	11	1923
176	Common Beliefs and Reality About PLS: Comments on Rönkkö and Evermann (2013). <i>Organizational Research Methods</i> , 2014 , 17, 182-209	5.7	1201
175	Innovation, Market Orientation, and Organizational Learning: An Integration and Empirical Examination. <i>Journal of Marketing</i> , 1998 , 62, 42	11	1201
174	Innovativeness: Its antecedents and impact on business performance. <i>Industrial Marketing Management</i> , 2004 , 33, 429-438	6.9	1156
173	Does market orientation matter?: a test of the relationship between positional advantage and performance. <i>Strategic Management Journal</i> , 2001 , 22, 899-906	5.2	661
172	Corporate citizenship: Cultural antecedents and business benefits. <i>Journal of the Academy of Marketing Science</i> , 1999 , 27, 455-469	12.4	603
171	Mirror, mirror on the wall: a comparative evaluation of composite-based structural equation modeling methods. <i>Journal of the Academy of Marketing Science</i> , 2017 , 45, 616-632	12.4	550
170	Logistics Service Quality as a Segment-Customized Process. <i>Journal of Marketing</i> , 2001 , 65, 82-104	11	525
169	The Performance Implications of Fit among Business Strategy, Marketing Organization Structure, and Strategic Behavior. <i>Journal of Marketing</i> , 2005 , 69, 49-65	11	524
168	An assessment of the use of structural equation modeling in strategic management research. <i>Strategic Management Journal</i> , 2004 , 25, 397-404	5.2	472
167	Bridging organization theory and supply chain management: The case of best value supply chains. <i>Journal of Operations Management</i> , 2007 , 25, 573-580	5.2	439
166	INFORMATION PROCESSING, KNOWLEDGE DEVELOPMENT, AND STRATEGIC SUPPLY CHAIN PERFORMANCE.. <i>Academy of Management Journal</i> , 2004 , 47, 241-253	6.1	412
165	Strategic supply chain management: Improving performance through a culture of competitiveness and knowledge development. <i>Strategic Management Journal</i> , 2007 , 28, 1035-1052	5.2	391
164	Market orientation and performance: an integration of disparate approaches. <i>Strategic Management Journal</i> , 2005 , 26, 1173-1181	5.2	356
163	Toward greater understanding of market orientation and the resource-based view. <i>Strategic Management Journal</i> , 2007 , 28, 961-964	5.2	277
162	The impact of the alliance on the partners: A look at cause-brand alliances. <i>Psychology and Marketing</i> , 2004 , 21, 509-531	3.9	277

161	Assessing Performance Outcomes in Marketing. <i>Journal of Marketing</i> , 2016 , 80, 1-20	11	269
160	An assessment of the measurement of performance in international business research. <i>Journal of International Business Studies</i> , 2008 , 39, 1064-1080	8.5	265
159	Addressing Common Method Variance: Guidelines for Survey Research on Information Technology, Operations, and Supply Chain Management. <i>IEEE Transactions on Engineering Management</i> , 2011 , 58, 578-588	2.6	262
158	Data equivalence in cross-cultural international business research: assessment and guidelines. <i>Journal of International Business Studies</i> , 2008 , 39, 1027-1044	8.5	255
157	Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R. <i>Classroom Companion: Business</i> , 2021 ,	0.1	254
156	Firm, strategic group, and industry influences on performance. <i>Strategic Management Journal</i> , 2007 , 28, 147-167	5.2	252
155	The moderating influence of strategic orientation on the strategy formation capability-performance relationship. <i>Strategic Management Journal</i> , 2006 , 27, 1221-1231	5.2	243
154	Removing the contextual lens: A multinational, multi-setting comparison of service evaluation models. <i>Journal of Retailing</i> , 2005 , 81, 215-230	6.5	239
153	Knowledge as a strategic resource in supply chains. <i>Journal of Operations Management</i> , 2006 , 24, 458-475	5.2	223
152	Faculty Perceptions of Marketing Journals. <i>Journal of Marketing Education</i> , 1997 , 19, 37-52	2.1	216
151	Addressing Endogeneity in International Marketing Applications of Partial Least Squares Structural Equation Modeling. <i>Journal of International Marketing</i> , 2018 , 26, 1-21	3.9	209
150	Organizational Learning in Global Purchasing: A Model and Test of Internal Users and Corporate Buyers*. <i>Decision Sciences</i> , 2000 , 31, 293-325	3.7	205
149	A synthesis of contemporary market orientation perspectives. <i>European Journal of Marketing</i> , 2001 , 35, 92-109	4.4	199
148	Organizational learning as a strategic resource in supply management. <i>Journal of Operations Management</i> , 2003 , 21, 541-556	5.2	168
147	Global organizational learning capacity in purchasing: Construct and measurement. <i>Journal of Business Research</i> , 1997 , 40, 97-111	8.7	163
146	Firm-Specific Assets, Multinationality, and Financial Performance: A Meta-analytic Review and Theoretical Integration. <i>Academy of Management Journal</i> , 2011 , 54, 47-72	6.1	161
145	From Market Orientation to Stakeholder Orientation. <i>Journal of Public Policy and Marketing</i> , 2010 , 29, 93-96	3.8	156
144	Managing the International Strategic Sourcing Process as a Market-Driven Organizational Learning System*. <i>Decision Sciences</i> , 1998 , 29, 193-216	3.7	155

143	Extending the supply chain: Integrating operations and marketing in the online grocery industry. <i>Journal of Operations Management</i> , 2005 , 23, 642-661	5.2	153
142	The Role of Entrepreneurship in Building Cultural Competitiveness in Different Organizational Types. <i>Journal of Management</i> , 2003 , 29, 401-426	8.8	146
141	Manual de Partial Least Squares Structural Equation Modeling (PLS-SEM) (Segunda Edici3n) 2019 ,		137
140	The effects of innovation3ost strategy, knowledge, and action in the supply chain on firm performance. <i>Journal of Operations Management</i> , 2009 , 27, 405-421	5.2	136
139	The relationship of learning and memory with organizational performance: The moderating role of turbulence. <i>Journal of the Academy of Marketing Science</i> , 2006 , 34, 600-612	12.4	134
138	A theoretical perspective of the antecedents and consequences of organizational learning in marketing channels. <i>Journal of Business Research</i> , 1996 , 36, 233-244	8.7	123
137	The Role of Marketing Channels in Supply Chain Management. <i>Journal of Retailing</i> , 2015 , 91, 586-609	6.5	120
136	Stakeholder marketing: a definition and conceptual framework. <i>AMS Review</i> , 2011 , 1, 44-65	3	117
135	Strategic fit in transitional economies: The case of China3s electronics industry. <i>Journal of Management</i> , 2001 , 27, 409-429	8.8	115
134	A five-country study of national identity. <i>International Marketing Review</i> , 1999 , 16, 65-84	4.4	114
133	AN EXAMINATION OF CULTURAL COMPETITIVENESS AND ORDER FULFILLMENT CYCLE TIME WITHIN SUPPLY CHAINS.. <i>Academy of Management Journal</i> , 2002 , 45, 577-586	6.1	112
132	A bibliometric analysis of the global branding literature and a research agenda. <i>Journal of International Business Studies</i> , 2013 , 44, 622-634	8.5	110
131	Risk Uncertainty and Supply Chain Decisions: A Real Options Perspective. <i>Decision Sciences</i> , 2010 , 41, 435-458	3.7	110
130	A conceptualization of an organizational learning culture in international joint ventures. <i>Industrial Marketing Management</i> , 2005 , 34, 430-439	6.9	103
129	Toward a theory of the boundary-spanning marketing organization and insights from 31 organization theories. <i>Journal of the Academy of Marketing Science</i> , 2011 , 39, 509-536	12.4	100
128	Factors influencing the relative importance of marketing strategy creativity and marketing strategy implementation effectiveness. <i>Industrial Marketing Management</i> , 2010 , 39, 551-559	6.9	99
127	Antecedents and Consequences of Customer Satisfaction: Do They Differ Across Online and Offline Purchases?. <i>Journal of Retailing</i> , 2019 , 95, 10-23	6.5	96
126	Market orientation, employee development practices, and performance in logistics service provider firms. <i>Industrial Marketing Management</i> , 2008 , 37, 353-366	6.9	94

125	Market orientation, knowledge competence, and innovation. <i>International Journal of Research in Marketing</i> , 2015 , 32, 309-318	5.5	92
124	A Multilevel Examination of the Drivers of Firm Multinationality: A Meta-Analysis. <i>Journal of Management</i> , 2012 , 38, 502-530	8.8	90
123	A global learning organization structure and market information processing. <i>Journal of Business Research</i> , 1997 , 40, 155-166	8.7	84
122	The importance of structure and process to strategy implementation. <i>Business Horizons</i> , 2005 , 48, 47-54	10.1	84
121	Stock Returns on Customer Satisfaction Do Beat the Market: Gauging the Effect of a Marketing Intangible. <i>Journal of Marketing</i> , 2016 , 80, 92-107	11	79
120	A global market advantage framework: the role of global market knowledge competencies. <i>International Business Review</i> , 2005 , 14, 1-19	6.2	75
119	On the importance of matching strategic behavior and target market selection to business strategy in high-tech markets. <i>Journal of the Academy of Marketing Science</i> , 2007 , 35, 5-17	12.4	74
118	Customer behavioral intentions for online purchases: An examination of fulfillment method and customer experience level. <i>Journal of Operations Management</i> , 2006 , 24, 124-147	5.2	74
117	Best value supply chains: A key competitive weapon for the 21st century. <i>Business Horizons</i> , 2008 , 51, 235-243	10.1	73
116	A Study of the Service Encounter in Eight Countries. <i>Journal of International Marketing</i> , 2004 , 12, 9-35	3.9	73
115	Customer Behavior in an Online Ordering Application: A Decision Scoring Model*. <i>Decision Sciences</i> , 2005 , 36, 569-598	3.7	73
114	An Integration of Thoughts on Knowledge Management. <i>Decision Sciences</i> , 2003 , 34, 189-195	3.7	70
113	Toward greater integration of insights from organization theory and supply chain management. <i>Journal of Operations Management</i> , 2007 , 25, 455-458	5.2	68
112	Exploiting innovative opportunities in global purchasing: An assessment of ethical climate and relationship performance. <i>Industrial Marketing Management</i> , 2008 , 37, 69-82	6.9	68
111	Do managers know what their customers think and why?. <i>Journal of the Academy of Marketing Science</i> , 2017 , 45, 37-54	12.4	65
110	Revisiting the firm, industry, and country effects on profitability under recessionary and expansion periods: A multilevel analysis. <i>Strategic Management Journal</i> , 2016 , 37, 1448-1471	5.2	63
109	Looking Backward Instead of Forward: Aspiration-Driven Influences on the Efficiency of the Capital Allocation Process. <i>Academy of Management Journal</i> , 2013 , 56, 1081-1103	6.1	63
108	NATID: The Development and Application of a National Identity Measure for Use in International Marketing. <i>Journal of International Marketing</i> , 1996 , 4, 57-73	3.9	60

107	International Relationship Marketing: Intellectual Foundations and Avenues for Further Research. <i>Journal of International Marketing</i> , 2015 , 23, 1-21	3.9	59
106	BUILDING THEORY ABOUT SUPPLY CHAIN MANAGEMENT: SOME TOOLS FROM THE ORGANIZATIONAL SCIENCES. <i>Journal of Supply Chain Management</i> , 2011 , 47, 12-18	4.1	58
105	Impact of Organizational and Contract Flexibility on Outsourcing Contracts. <i>Industrial Marketing Management</i> , 1998 , 27, 373-384	6.9	56
104	Adjusting the Warm-Glow Thermostat: How Incentivizing Participation in Voluntary Green Programs Moderates Their Impact on Service Satisfaction. <i>Journal of Marketing</i> , 2016 , 80, 56-71	11	55
103	Cross-National Differences in Consumer Satisfaction: Mobile Services in Emerging and Developed Markets. <i>Journal of International Marketing</i> , 2015 , 23, 1-24	3.9	54
102	Supply Chain Knowledge and Performance: A Meta-Analysis. <i>Decision Sciences</i> , 2013 , 44, 843-875	3.7	52
101	Knowledge management orientation, market orientation, and firm performance: an integration and empirical examination. <i>Journal of Strategic Marketing</i> , 2009 , 17, 99-122	2.7	50
100	The role of context in the multinationality-performance relationship: A meta-analytic review. <i>Global Strategy Journal</i> , 2012 , 2, 108-121	6.3	49
99	Stakeholder orientation: development and testing of a framework for socially responsible marketing. <i>Journal of Strategic Marketing</i> , 2011 , 19, 313-338	2.7	49
98	The Role of Entrepreneurship in Building Cultural Competitiveness in Different Organizational Types. <i>Journal of Management</i> , 2003 , 29, 401-426	8.8	47
97	Global Organizational Learning in the Supply Chain: A Low versus High Learning Study. <i>Journal of International Marketing</i> , 2000 , 8, 61-83	3.9	46
96	Global Supply Chain Management: Toward a Theoretically Driven Research Agenda. <i>Global Strategy Journal</i> , 2013 , 3, 227-243	6.3	42
95	A longitudinal study of the learning climate and cycle time in supply chains. <i>Journal of Business and Industrial Marketing</i> , 2002 , 17, 302-323	3	42
94	The structure of JIBS's social network and the relevance of intra-country variation: A typology for future research. <i>Journal of International Business Studies</i> , 2010 , 41, 925-934	8.5	41
93	Examining a key corporate role: The influence of capital allocation competency on business unit performance. <i>Strategic Management Journal</i> , 2015 , 36, 1017-1034	5.2	40
92	An Examination of Cultural Competitiveness and Order Fulfillment Cycle Time within Supply Chains. <i>Academy of Management Journal</i> , 2002 , 45, 577-586	6.1	40
91	Toward a Theoretical Toolbox for the Supplier-Enabled Fuzzy Front End of the New Product Development Process. <i>Journal of Supply Chain Management</i> , 2016 , 52, 66-81	4.1	39
90	Global organizational learning effects on cycle time performance. <i>Journal of Business Research</i> , 2002 , 55, 377-387	8.7	39

89	Meyer and Peng's 2005 article as a foundation for an expanded and refined international business research agenda: Context, organizations, and theories. <i>Journal of International Business Studies</i> , 2016 , 47, 23-32	8.5	38
88	Innovativeness and capacity to innovate in a complexity of firm-level relationships: A response to Woodside (2004). <i>Industrial Marketing Management</i> , 2005 , 34, 281-283	6.9	38
87	An Empirical Examination of Firm, Industry, and Temporal Effects on Corporate Social Performance. <i>Business and Society</i> , 2016 , 55, 1122-1156	4.5	37
86	Antecedents and Performance Outcomes of Strategic Environmental Sourcing: An Investigation of Resource-Based Process and Contingency Effects. <i>Journal of Business Logistics</i> , 2014 , 35, 172-190	4.6	37
85	A Cross-National Assessment of Social Desirability Bias and Consumer Ethnocentrism. <i>Journal of Global Marketing</i> , 1999 , 12, 29-43	2.4	37
84	Supplier Rationalization: A Sourcing Decision Model. <i>Decision Sciences</i> , 2013 , 44, 57-86	3.7	36
83	Leadership, the buying center, and supply chain performance: A study of linked users, buyers, and suppliers. <i>Industrial Marketing Management</i> , 2007 , 36, 393-403	6.9	36
82	Worried about strategy implementation? Don't overlook marketing's role. <i>Business Horizons</i> , 2010 , 53, 469-479	10.1	34
81	QUALITY, OPERATIONAL LOGISTICS STRATEGY, AND REPURCHASE INTENTIONS: A PROFILE DEVIATION ANALYSIS. <i>Journal of Business Logistics</i> , 2007 , 28, 105-132	4.6	34
80	The service encounter in a multi-national context. <i>Journal of Services Marketing</i> , 2007 , 21, 451-461	4	34
79	Leadership and Relationship Commitment: A Focus on the Supplier-Buyer-User Linkage. <i>Industrial Marketing Management</i> , 2000 , 29, 111-119	6.9	34
78	An Assessment of the Exporting Literature: Using Theory and Data to Identify Future Research Directions. <i>Journal of International Marketing</i> , 2018 , 26, 118-143	3.9	32
77	The application of human resource management policies within the marketing organization: The impact on business and marketing strategy implementation. <i>Industrial Marketing Management</i> , 2018 , 69, 62-73	6.9	32
76	Predictors of firm-level political behavior in the global business environment: an investigation of specific activities employed by US firms. <i>International Business Review</i> , 2004 , 13, 309-329	6.2	31
75	An assessment of hierarchical linear modeling in international business, management, and marketing. <i>International Business Review</i> , 2013 , 22, 663-677	6.2	29
74	Cultural Competitiveness in Global Sourcing. <i>Industrial Marketing Management</i> , 2002 , 31, 25-34	6.9	29
73	The effects of national culture on market orientation: Conceptual framework and research propositions. <i>International Business Review</i> , 2009 , 18, 111-118	6.2	28
72	The Retailing Literature as a Basis for Franchising Research: Using Intellectual Structure to Advance Theory. <i>Journal of Retailing</i> , 2011 , 87, 269-284	6.5	27

71	The organizational buyer behavior learning organization. <i>Industrial Marketing Management</i> , 1996 , 25, 197-207	6.9	27
70	Knowledge Management and Balanced Scorecard Outcomes: Exploring the Importance of Interpretation, Learning and Internationality. <i>British Journal of Management</i> , 2010 , 21, 967-982	5.6	25
69	Intra-organizational factors and market orientation: effects of national culture. <i>International Marketing Review</i> , 2009 , 26, 633-650	4.4	25
68	An Assessment of the Use of Structural Equation Modeling in International Business Research. <i>Research Methodology in Strategy and Management</i> , 385-415	0.5	24
67	A Research Agenda for the Nexus of Product Development and Supply Chain Management Processes. <i>Journal of Product Innovation Management</i> , 2003 , 20, 333-336	7.1	24
66	A Ten Country-Company Study of Sustainability and Product-Market Performance: Influences of Doing Good, Warm Glow, and Price Fairness. <i>Journal of Macromarketing</i> , 2018 , 38, 242-261	1.9	23
65	What Drives Performance in Globally Focused Marketing Organizations? A Three-Country Study. <i>Journal of International Marketing</i> , 2007 , 15, 58-85	3.9	23
64	Prediction: Coveted, Yet Forsaken? Introducing a Cross-Validated Predictive Ability Test in Partial Least Squares Path Modeling. <i>Decision Sciences</i> , 2021 , 52, 362-392	3.7	23
63	Turning Complaining Customers into Loyal Customers: Moderators of the Complaint Handling Customer Loyalty Relationship. <i>Journal of Marketing</i> , 2020 , 84, 79-99	11	21
62	The theoretical evolution and use of the Uppsala Model of internationalization in the international business ecosystem. <i>Journal of International Business Studies</i> , 2020 , 51, 38-49	8.5	20
61	Sourcing Research as an Intellectual Network of Ideas*. <i>Decision Sciences</i> , 2008 , 39, 323-335	3.7	19
60	Valued product attributes in an emerging market: a comparison between French and Malaysian consumers. <i>Journal of World Business</i> , 2000 , 35, 206-220	6.1	19
59	Research Productivity in the Journal of Business Research: 1985-1999. <i>Journal of Business Research</i> , 2000 , 49, 303-314	8.7	19
58	Competitive advantage in the global marketplace: a focus on marketing strategy. <i>Journal of Business Research</i> , 2001 , 51, 1-3	8.7	19
57	Entrepreneurship as a puzzle: an attempt to its explanation with truncation of subjective probability distribution of prospects. <i>Strategic Entrepreneurship Journal</i> , 2008 , 2, 155-167	3.7	17
56	An Introduction to Structural Equation Modeling. <i>Classroom Companion: Business</i> , 2021 , 1-29	0.1	17
55	Measuring cycle time of the global procurement process. <i>Industrial Marketing Management</i> , 1997 , 26, 403-412	6.9	16
54	Disruptive marketing strategy. <i>AMS Review</i> , 2017 , 7, 20-25	3	15

53	Understanding Drivers of Risk-Adjusted Performance for Service Firms with International Operations*. <i>Decision Sciences</i> , 2013 , 44, 755-783	3.7	15
52	Global supply chain management: An integration of scholarly thoughts. <i>Industrial Marketing Management</i> , 2004 , 33, 3-5	6.9	14
51	A study of team orientation in global purchasing. <i>Journal of Business and Industrial Marketing</i> , 1999 , 14, 194-212	3	14
50	Cross-national research and international business: An interdisciplinary path. <i>International Business Review</i> , 2017 , 26, 89-101	6.2	13
49	Assessment of Proactive Environmental Initiatives: Evaluation of Efficiency Based on Interval-Scale Data. <i>IEEE Transactions on Engineering Management</i> , 2015 , 62, 280-293	2.6	12
48	A strategic focus on multinationality and firm performance. <i>Global Strategy Journal</i> , 2011 , 1, 171-174	6.3	12
47	COVID-19, sustainable development challenges of Latin America and the Caribbean, and the potential engines for an SDGs-based recovery. <i>Management Research</i> , 2021 , 19, 22-37	1.4	11
46	Forms of market orientation and firm performance: A complementary approach. <i>AMS Review</i> , 2011 , 1, 145-153	3	9
45	Validating cluster assignments. <i>Psychological Reports</i> , 2000 , 87, 1057-8	1.6	9
44	A Report of Gender and Professional Age of the Marketing Professorate. <i>Journal of Marketing Education</i> , 1998 , 20, 35-40	2.1	9
43	The effect of global leadership on purchasing process outcomes. <i>European Journal of Marketing</i> , 1998 , 32, 1029-1050	4.4	8
42	Deployment of Supply Chain Security Practices: Antecedents and Consequences. <i>Decision Sciences</i> , 2019 , 50, 459-497	3.7	8
41	Competing assessments of market-driven, sustainability-centered, and stakeholder-focused approaches to the customer-brand relationships and performance. <i>Journal of Business Research</i> , 2019 , 95, 531-543	8.7	7
40	Cycle time and industrial marketing: An introduction by the guest editor. <i>Industrial Marketing Management</i> , 2002 , 31, 287-290	6.9	7
39	A Stakeholder Marketing Approach to Sustainable Business. <i>Review of Marketing Research</i> , 2016 , 61-101	0.3	6
38	The health care learning organization. <i>Journal of Hospital Marketing and Public Relations</i> , 1996 , 10, 85-99		5
37	Creating Shared Vision in the Marketing Channel Network. <i>Journal of Marketing Channels</i> , 1996 , 5, 1-18	0.4	5
36	Mediation Analysis. <i>Classroom Companion: Business</i> , 2021 , 139-153	0.1	5

35	Consumer arrogance and word-of-mouth. <i>Journal of the Academy of Marketing Science</i> , 2020 , 48, 1116-1137	1.374	4
34	Global Industrial Marketing: A Look to the Future. <i>Industrial Marketing Management</i> , 2000 , 29, 479-481	6.9	4
33	VALIDATING CLUSTER ASSIGNMENTS. <i>Psychological Reports</i> , 2000 , 87, 1057	1.6	4
32	Effects of firm-, industry-, and country-level innovation on firm performance. <i>Marketing Letters</i> , 2020 , 31, 231-245	2.3	3
31	Welcome Home: Innovating the Forward Supply Chain. <i>Business Strategy Review</i> , 2005 , 16, 31-37		3
30	Evaluation of Reflective Measurement Models. <i>Classroom Companion: Business</i> , 2021 , 75-90	0.1	3
29	The Reign of the Customer 2020 ,		3
28	Organizational Learning and Market Orientation in International Marketing Education. <i>Journal of Teaching in International Business</i> , 1999 , 10, 81-97	0.9	2
27	Satisfied Customers: An Asset Driving Financial Performance 2020 , 139-154		2
26	To Be Modular or Not to Be? Some Answers to the Question. <i>Academy of Management Perspectives</i> , 2002 , 16, 166-168	4.7	2
25	Defining Customer Satisfaction: A Strategic Company Asset? 2020 , 1-24		2
24	Partisan bias and citizen satisfaction, confidence, and trust in the U.S. Federal Government. <i>Public Management Review</i> , 1-24	3.6	2
23	Antecedents and Consequences of Marketing and Innovation Competence: Does Orientation Matter?. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015 , 447-456	0.1	1
22	An analysis of operations-oriented drivers of customer loyalty for two service channels. <i>Journal of Research in Interactive Marketing</i> , 2007 , 1, 78-101		1
21	AN EMPIRICAL INVESTIGATION OF MARKET BARRIERS AND THE POLITICAL ACTIVITIES OF INDIVIDUAL FIRMS. <i>International Journal of Commerce and Management</i> , 2002 , 12, 89-106		1
20	Discovering the Soul of Service: The Nine Drivers of Sustainable Success. <i>Journal of Marketing</i> , 1999 , 63, 157	11	1
19	A Synthesis Model of the General Health Care System. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1996 , 4, 135-160	1	1
18	Moderation Analysis. <i>Classroom Companion: Business</i> , 2021 , 155-172	0.1	1

17	Evaluation of the Structural Model. <i>Classroom Companion: Business</i> , 2021 , 115-138	0.1	1
16	Evaluation of Formative Measurement Models. <i>Classroom Companion: Business</i> , 2021 , 91-113	0.1	1
15	Customer Participation and Knowledge Level: How Will it Affect the Delivery of the Health Care Offering?. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015 , 208-212	0.1	1
14	Marketing's value propositions: a focus on exit, voice, and loyalty. <i>AMS Review</i> , 2020 , 10, 185-188	3	1
13	Static Triangular Simulation as a Methodology for International Strategic Management Research. <i>Research Methodology in Strategy and Management</i> , 2007 , 121-159	0.5	0
12	The SEMinR Package. <i>Classroom Companion: Business</i> , 2021 , 49-74	0.1	0
11	Overview of R and RStudio. <i>Classroom Companion: Business</i> , 2021 , 31-47	0.1	
10	Perceived Quality: Does Performance Matter? 2020 , 41-55		
9	Customer Loyalty: Hey, Stick Around for a While! 2020 , 117-138		
8	Perceived Value: Is It Really All About Price? 2020 , 57-69		
7	Your Future: Opportunities for Customer Centricity and Satisfaction 2020 , 155-173		
6	ACSI: Is Satisfaction Guaranteed? 2020 , 71-96		
5	Customer Expectations: What Do Your Customers Demand? 2020 , 25-39		
4	Which is More Important for Innovation? What you Know or how you Share it Within your Firm?. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015 , 140-148	0.1	
3	Organization Theories Can Inform Research on the Marketing Organization. <i>SpringerBriefs in Business</i> , 2011 , 25-56	0.3	
2	A Theory of the Boundary-Spanning Marketing Organization. <i>SpringerBriefs in Business</i> , 2011 , 7-24	0.3	
1	Discussion, Insights, and Implications. <i>SpringerBriefs in Business</i> , 2011 , 57-65	0.3	