

G Tomas M Hult

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.

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	Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R. <i>Classroom Companion: Business</i> , 2021 ,	0.1	254
177	Moderation Analysis. <i>Classroom Companion: Business</i> , 2021 , 155-172	0.1	1
176	Overview of R and RStudio. <i>Classroom Companion: Business</i> , 2021 , 31-47	0.1	
175	Evaluation of the Structural Model. <i>Classroom Companion: Business</i> , 2021 , 115-138	0.1	1
174	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
173	Evaluation of Reflective Measurement Models. <i>Classroom Companion: Business</i> , 2021 , 75-90	0.1	3
172	An Introduction to Structural Equation Modeling. <i>Classroom Companion: Business</i> , 2021 , 1-29	0.1	17
171	The SEMinR Package. <i>Classroom Companion: Business</i> , 2021 , 49-74	0.1	0
170	Mediation Analysis. <i>Classroom Companion: Business</i> , 2021 , 139-153	0.1	5
169	Evaluation of Formative Measurement Models. <i>Classroom Companion: Business</i> , 2021 , 91-113	0.1	1
168	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
167	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
166	Effects of firm-, industry-, and country-level innovation on firm performance. <i>Marketing Letters</i> , 2020 , 31, 231-245	2.3	3
165	Consumer arrogance and word-of-mouth. <i>Journal of the Academy of Marketing Science</i> , 2020 , 48, 1116-1137	13.7	4
164	Perceived Quality: Does Performance Matter? 2020 , 41-55		
163	Customer Loyalty: Hey, Stick Around for a While! 2020 , 117-138		
162	Perceived Value: Is It Really All About Price? 2020 , 57-69		

161	Satisfied Customers: An Asset Driving Financial Performance 2020 , 139-154		2
160	Your Future: Opportunities for Customer Centricity and Satisfaction 2020 , 155-173		
159	Defining Customer Satisfaction: A Strategic Company Asset? 2020 , 1-24		2
158	ACSI: Is Satisfaction Guaranteed? 2020 , 71-96		
157	Customer Expectations: What Do Your Customers Demand? 2020 , 25-39		
156	The Reign of the Customer 2020 ,		3
155	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
154	Marketing's value propositions: a focus on exit, voice, and loyalty. <i>AMS Review</i> , 2020 , 10, 185-188	3	1
153	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
152	Manual de Partial Least Squares Structural Equation Modeling (PLS-SEM) (Segunda Edici3n) 2019 ,		137
151	Deployment of Supply Chain Security Practices: Antecedents and Consequences. <i>Decision Sciences</i> , 2019 , 50, 459-497	3.7	8
150	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
149	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
148	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
147	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
146	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
145	Cross-national research and international business: An interdisciplinary path. <i>International Business Review</i> , 2017 , 26, 89-101	6.2	13
144	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

143	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
142	Disruptive marketing strategy. <i>AMS Review</i> , 2017 , 7, 20-25	3	15
141	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
140	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
139	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
138	Assessing Performance Outcomes in Marketing. <i>Journal of Marketing</i> , 2016 , 80, 1-20	11	269
137	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
136	A Stakeholder Marketing Approach to Sustainable Business. <i>Review of Marketing Research</i> , 2016 , 61-101	0.3	6
135	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
134	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
133	International Relationship Marketing: Intellectual Foundations and Avenues for Further Research. <i>Journal of International Marketing</i> , 2015 , 23, 1-21	3.9	59
132	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
131	The Role of Marketing Channels in Supply Chain Management. <i>Journal of Retailing</i> , 2015 , 91, 586-609	6.5	120
130	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
129	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
128	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
127	Market orientation, knowledge competence, and innovation. <i>International Journal of Research in Marketing</i> , 2015 , 32, 309-318	5.5	92
126	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

125	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	
124	Common Beliefs and Reality About PLS: Comments on Rönkkö and Evermann (2013). <i>Organizational Research Methods</i> , 2014 , 17, 182-209	5.7	1201
123	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
122	Understanding Drivers of Risk-Adjusted Performance for Service Firms with International Operations*. <i>Decision Sciences</i> , 2013 , 44, 755-783	3.7	15
121	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
120	An assessment of hierarchical linear modeling in international business, management, and marketing. <i>International Business Review</i> , 2013 , 22, 663-677	6.2	29
119	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
118	Supply Chain Knowledge and Performance: A Meta-Analysis. <i>Decision Sciences</i> , 2013 , 44, 843-875	3.7	52
117	Supplier Rationalization: A Sourcing Decision Model. <i>Decision Sciences</i> , 2013 , 44, 57-86	3.7	36
116	Global Supply Chain Management: Toward a Theoretically Driven Research Agenda. <i>Global Strategy Journal</i> , 2013 , 3, 227-243	6.3	42
115	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
114	A Multilevel Examination of the Drivers of Firm Multinationality: A Meta-Analysis. <i>Journal of Management</i> , 2012 , 38, 502-530	8.8	90
113	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
112	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
111	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
110	Stakeholder marketing: a definition and conceptual framework. <i>AMS Review</i> , 2011 , 1, 44-65	3	117
109	Forms of market orientation and firm performance: A complementary approach. <i>AMS Review</i> , 2011 , 1, 145-153	3	9
108	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

107	A strategic focus on multinationality and firm performance. <i>Global Strategy Journal</i> , 2011 , 1, 171-174	6.3	12
106	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
105	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
104	Organization Theories Can Inform Research on the Marketing Organization. <i>SpringerBriefs in Business</i> , 2011 , 25-56	0.3	
103	A Theory of the Boundary-Spanning Marketing Organization. <i>SpringerBriefs in Business</i> , 2011 , 7-24	0.3	
102	Discussion, Insights, and Implications. <i>SpringerBriefs in Business</i> , 2011 , 57-65	0.3	
101	Worried about strategy implementation? Don't overlook marketing's role. <i>Business Horizons</i> , 2010 , 53, 469-479	10.1	34
100	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
99	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
98	From Market Orientation to Stakeholder Orientation. <i>Journal of Public Policy and Marketing</i> , 2010 , 29, 93-96	3.8	156
97	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
96	Risk Uncertainty and Supply Chain Decisions: A Real Options Perspective. <i>Decision Sciences</i> , 2010 , 41, 435-458	3.7	110
95	Intra-organizational factors and market orientation: effects of national culture. <i>International Marketing Review</i> , 2009 , 26, 633-650	4.4	25
94	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
93	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
92	The effects of innovation-host strategy, knowledge, and action in the supply chain on firm performance. <i>Journal of Operations Management</i> , 2009 , 27, 405-421	5.2	136
91	Sourcing Research as an Intellectual Network of Ideas*. <i>Decision Sciences</i> , 2008 , 39, 323-335	3.7	19
90	Best value supply chains: A key competitive weapon for the 21st century. <i>Business Horizons</i> , 2008 , 51, 235-243	10.1	73

89	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
88	Market orientation, employee development practices, and performance in logistics service provider firms. <i>Industrial Marketing Management</i> , 2008 , 37, 353-366	6.9	94
87	Entrepreneuring 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
86	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
85	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
84	QUALITY, OPERATIONAL LOGISTICS STRATEGY, AND REPURCHASE INTENTIONS: A PROFILE DEVIATION ANALYSIS. <i>Journal of Business Logistics</i> , 2007 , 28, 105-132	4.6	34
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	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
81	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
80	Firm, strategic group, and industry influences on performance. <i>Strategic Management Journal</i> , 2007 , 28, 147-167	5.2	252
79	Toward greater understanding of market orientation and the resource-based view. <i>Strategic Management Journal</i> , 2007 , 28, 961-964	5.2	277
78	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
77	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
76	The service encounter in a multi-national context. <i>Journal of Services Marketing</i> , 2007 , 21, 451-461	4	34
75	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
74	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
73	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
72	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

71	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
70	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
69	Knowledge as a strategic resource in supply chains. <i>Journal of Operations Management</i> , 2006 , 24, 458-475	5.2	223
68	The importance of structure and process to strategy implementation. <i>Business Horizons</i> , 2005 , 48, 47-54	10.1	84
67	A global market advantage framework: the role of global market knowledge competencies. <i>International Business Review</i> , 2005 , 14, 1-19	6.2	75
66	A conceptualization of an organizational learning culture in international joint ventures. <i>Industrial Marketing Management</i> , 2005 , 34, 430-439	6.9	103
65	Customer Behavior in an Online Ordering Application: A Decision Scoring Model*. <i>Decision Sciences</i> , 2005 , 36, 569-598	3.7	73
64	Welcome Home: Innovating the Forward Supply Chain. <i>Business Strategy Review</i> , 2005 , 16, 31-37		3
63	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
62	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
61	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
60	Market orientation and performance: an integration of disparate approaches. <i>Strategic Management Journal</i> , 2005 , 26, 1173-1181	5.2	356
59	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
58	A Study of the Service Encounter in Eight Countries. <i>Journal of International Marketing</i> , 2004 , 12, 9-35	3.9	73
57	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
56	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
55	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
54	Global supply chain management: An integration of scholarly thoughts. <i>Industrial Marketing Management</i> , 2004 , 33, 3-5	6.9	14

53	Innovativeness: Its antecedents and impact on business performance. <i>Industrial Marketing Management</i> , 2004 , 33, 429-438	6.9	1156
52	INFORMATION PROCESSING, KNOWLEDGE DEVELOPMENT, AND STRATEGIC SUPPLY CHAIN PERFORMANCE.. <i>Academy of Management Journal</i> , 2004 , 47, 241-253	6.1	412
51	The Role of Entrepreneurship in Building Cultural Competitiveness in Different Organizational Types. <i>Journal of Management</i> , 2003 , 29, 401-426	8.8	47
50	Organizational learning as a strategic resource in supply management. <i>Journal of Operations Management</i> , 2003 , 21, 541-556	5.2	168
49	The Role of Entrepreneurship in Building Cultural Competitiveness in Different Organizational Types. <i>Journal of Management</i> , 2003 , 29, 401-426	8.8	146
48	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
47	An Integration of Thoughts on Knowledge Management. <i>Decision Sciences</i> , 2003 , 34, 189-195	3.7	70
46	Cultural Competitiveness in Global Sourcing. <i>Industrial Marketing Management</i> , 2002 , 31, 25-34	6.9	29
45	Cycle time and industrial marketing: An introduction by the guest editor. <i>Industrial Marketing Management</i> , 2002 , 31, 287-290	6.9	7
44	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
43	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
42	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
41	Global organizational learning effects on cycle time performance. <i>Journal of Business Research</i> , 2002 , 55, 377-387	8.7	39
40	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
39	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
38	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
37	A synthesis of contemporary market orientation perspectives. <i>European Journal of Marketing</i> , 2001 , 35, 92-109	4.4	199
36	Logistics Service Quality as a Segment-Customized Process. <i>Journal of Marketing</i> , 2001 , 65, 82-104	11	525

35	Strategic fit in transitional economies: The case of China's electronics industry. <i>Journal of Management</i> , 2001 , 27, 409-429	8.8	115
34	Competitive advantage in the global marketplace: a focus on marketing strategy. <i>Journal of Business Research</i> , 2001 , 51, 1-3	8.7	19
33	Global Industrial Marketing: A Look to the Future. <i>Industrial Marketing Management</i> , 2000 , 29, 479-481	6.9	4
32	Leadership and Relationship Commitment: A Focus on the Supplier-Buyer-User Linkage. <i>Industrial Marketing Management</i> , 2000 , 29, 111-119	6.9	34
31	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
30	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
29	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
28	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
27	Validating cluster assignments. <i>Psychological Reports</i> , 2000 , 87, 1057-8	1.6	9
26	Research Productivity in the Journal of Business Research: 1985-1999. <i>Journal of Business Research</i> , 2000 , 49, 303-314	8.7	19
25	VALIDATING CLUSTER ASSIGNMENTS. <i>Psychological Reports</i> , 2000 , 87, 1057	1.6	4
24	A five-country study of national identity. <i>International Marketing Review</i> , 1999 , 16, 65-84	4.4	114
23	Discovering the Soul of Service: The Nine Drivers of Sustainable Success. <i>Journal of Marketing</i> , 1999 , 63, 157	11	1
22	Corporate citizenship: Cultural antecedents and business benefits. <i>Journal of the Academy of Marketing Science</i> , 1999 , 27, 455-469	12.4	603
21	Organizational Learning and Market Orientation in International Marketing Education. <i>Journal of Teaching in International Business</i> , 1999 , 10, 81-97	0.9	2
20	A Cross-National Assessment of Social Desirability Bias and Consumer Ethnocentrism. <i>Journal of Global Marketing</i> , 1999 , 12, 29-43	2.4	37
19	A study of team orientation in global purchasing. <i>Journal of Business and Industrial Marketing</i> , 1999 , 14, 194-212	3	14
18	Impact of Organizational and Contract Flexibility on Outsourcing Contracts. <i>Industrial Marketing Management</i> , 1998 , 27, 373-384	6.9	56

17	Managing the International Strategic Sourcing Process as a Market-Driven Organizational Learning System*. <i>Decision Sciences</i> , 1998 , 29, 193-216	3.7	155
16	Innovation, Market Orientation, and Organizational Learning: An Integration and Empirical Examination. <i>Journal of Marketing</i> , 1998 , 62, 42	11	1201
15	The effect of global leadership on purchasing process outcomes. <i>European Journal of Marketing</i> , 1998 , 32, 1029-1050	4.4	8
14	A Report of Gender and Professional Age of the Marketing Professorate. <i>Journal of Marketing Education</i> , 1998 , 20, 35-40	2.1	9
13	Innovation, Market Orientation, and Organizational Learning: An Integration and Empirical Examination. <i>Journal of Marketing</i> , 1998 , 62, 42-54	11	1923
12	Faculty Perceptions of Marketing Journals. <i>Journal of Marketing Education</i> , 1997 , 19, 37-52	2.1	216
11	Global organizational learning capacity in purchasing: Construct and measurement. <i>Journal of Business Research</i> , 1997 , 40, 97-111	8.7	163
10	A global learning organization structure and market information processing. <i>Journal of Business Research</i> , 1997 , 40, 155-166	8.7	84
9	Measuring cycle time of the global procurement process. <i>Industrial Marketing Management</i> , 1997 , 26, 403-412	6.9	16
8	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
7	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
6	The organizational buyer behavior learning organization. <i>Industrial Marketing Management</i> , 1996 , 25, 197-207	6.9	27
5	A Synthesis Model of the General Health Care System. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1996 , 4, 135-160	1	1
4	The health care learning organization. <i>Journal of Hospital Marketing and Public Relations</i> , 1996 , 10, 85-99		5
3	Creating Shared Vision in the Marketing Channel Network. <i>Journal of Marketing Channels</i> , 1996 , 5, 1-18	0.4	5
2	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
1	Partisan bias and citizen satisfaction, confidence, and trust in the U.S. Federal Government. <i>Public Management Review</i> , 1-24	3.6	2