

# Linda D Peters

## 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.

35  
papers

1,002  
citations

19  
h-index

31  
g-index

37  
ext. papers

1,230  
ext. citations

5.8  
avg, IF

4.72  
L-index

#	Paper	IF	Citations
35	Resource integration. <i>Marketing Theory</i> , <b>2012</b> , 12, 201-205	2.5	114
34	IT and the mass customization of services: the challenge of implementation. <i>International Journal of Information Management</i> , <b>2000</b> , 20, 103-119	16.4	89
33	The role of shared intentions in the emergence of service ecosystems. <i>Journal of Business Research</i> , <b>2016</b> , 69, 2972-2980	8.7	86
32	Theorizing about resource integration through service-dominant logic. <i>Marketing Theory</i> , <b>2014</b> , 14, 249-268	2.5	82
31	Constructivism and critical realism as alternative approaches to the study of business networks: Convergences and divergences in theory and in research practice. <i>Industrial Marketing Management</i> , <b>2013</b> , 42, 336-346	6.9	47
30	Theorizing with managers: how to achieve both academic rigor and practical relevance?. <i>European Journal of Marketing</i> , <b>2017</b> , 51, 1130-1152	4.4	45
29	Heteropathic versus homopathic resource integration and value co-creation in service ecosystems. <i>Journal of Business Research</i> , <b>2016</b> , 69, 2999-3007	8.7	45
28	Questions about network dynamics: Characteristics, structures, and interactions. <i>Journal of Business Research</i> , <b>2006</b> , 59, 945-954	8.7	42
27	Strategic B2B customer experience management: the importance of outcomes-based measures. <i>Journal of Services Marketing</i> , <b>2017</b> , 31, 172-184	4	38
26	Tension in a value co-creation context: A network case study. <i>Industrial Marketing Management</i> , <b>2018</b> , 70, 34-45	6.9	35
25	Trust and direct marketing environments: A consumer perspective. <i>Journal of Marketing Management</i> , <b>1997</b> , 13, 523-539	3.2	35
24	Collaboration and collective learning: networks as learning organisations. <i>Journal of Business and Industrial Marketing</i> , <b>2010</b> , 25, 478-484	3	30
23	The marketing mix in the third age of computing. <i>Marketing Intelligence and Planning</i> , <b>1997</b> , 15, 142-150	3.2	30
22	Theoretical developments in industrial marketing management: Multidisciplinary perspectives. <i>Industrial Marketing Management</i> , <b>2013</b> , 42, 275-282	6.9	23
21	Conceptualising computer-mediated communication technology and its use in organisations. <i>International Journal of Information Management</i> , <b>2006</b> , 26, 142-152	16.4	23
20	The new interactive media: one-to-one, but who to whom?. <i>Marketing Intelligence and Planning</i> , <b>1998</b> , 16, 22-30	3.2	20
19	Taking time to understand theory. <i>Industrial Marketing Management</i> , <b>2012</b> , 41, 730-738	6.9	19

18	An organizational learning perspective on conceptualizing dynamic and substantive capabilities. <i>Journal of Strategic Marketing</i> , <b>2012</b> , 20, 589-607	2.7	19
17	Market based organisational learning, dynamic, and substantive capabilities: an integrative framework. <i>Journal of Strategic Marketing</i> , <b>2010</b> , 18, 363-377	2.7	18
16	Who's acquiring whom? Experimental evidence of firm size effect on B2B mergers and marketing/sales tasks. <i>Industrial Marketing Management</i> , <b>2014</b> , 43, 1035-1044	6.9	17
15	New directions for service research: refreshing the process of theorizing to increase contribution. <i>Journal of Services Marketing</i> , <b>2020</b> , 34, 415-428	4	16
14	Contagion and learning in business networks. <i>Industrial Marketing Management</i> , <b>2017</b> , 61, 43-54	6.9	15
13	Organizational Learning and Hotel Performance: The Role of Capabilities Hierarchy. <i>International Journal of Hospitality Management</i> , <b>2020</b> , 85, 102349	8.3	13
12	IT enabled marketing: a framework for value creation in customer relationships. <i>Marketing Intelligence Planning</i> , <b>1997</b> , 3, 213-229		12
11	Viability mechanisms in market systems: prerequisites for market shaping. <i>Journal of Business and Industrial Marketing</i> , <b>2020</b> , 35, 1403-1412	3	11
10	Contingent factors affecting network learning. <i>Journal of Business Research</i> , <b>2016</b> , 69, 2507-2515	8.7	10
9	Theorizing with managers to bridge the theory-praxis gap. <i>European Journal of Marketing</i> , <b>2017</b> , 51, 1173-1179	4.4	9
8	Marketing management, market strategy and strategic management: domain realignment and redefinition. <i>Journal of Strategic Marketing</i> , <b>1997</b> , 5, 51-63	2.7	8
7	The co-ordinative practices of temporary organisations. <i>Journal of Business and Industrial Marketing</i> , <b>2016</b> , 31, 301-311	3	7
6	Understanding Absorptive Capacity from a Network Perspective. <i>Journal of Business Market Management</i> , <b>2009</b> , 3, 29-50		7
5	The Role of the Knowledgeable Customer in Business Network Learning, Value Creation, and Innovation. <i>Review of Marketing Research</i> , <b>2012</b> , 127-169	0.3	5
4	Involving customers in innovation: knowledgeability and agency as process variables. <i>Journal of Business and Industrial Marketing</i> , <b>2018</b> , 33, 164-173	3	4
3	Emergence in marketing: an institutional and ecosystem framework. <i>Journal of the Academy of Marketing Science</i> , 1	12.4	4
2	When an irresistible force meets an immovable object: The interplay of agency and structure in the UK financial crisis. <i>Journal of Business Research</i> , <b>2014</b> , 67, 2671-2683	8.7	3
1	Interfirm problem representation: Developing shared understanding within inter-organizational networks. <i>Industrial Marketing Management</i> , <b>2022</b> , 100, 76-87	6.9	0

