

University of Groningen

Market-based capabilities, perceived quality and firm performance

Aakouk, M.

IMPORTANT NOTE: You are advised to consult the publisher's version (publisher's PDF) if you wish to cite from it. Please check the document version below.

Document Version

Publisher's PDF, also known as Version of record

Publication date:

2006

[Link to publication in University of Groningen/UMCG research database](#)

Citation for published version (APA):

Aakouk, M. (2006). *Market-based capabilities, perceived quality and firm performance*. [Thesis fully internal (DIV), University of Groningen]. s.n.

Copyright

Other than for strictly personal use, it is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), unless the work is under an open content license (like Creative Commons).

The publication may also be distributed here under the terms of Article 25fa of the Dutch Copyright Act, indicated by the "Taverne" license. More information can be found on the University of Groningen website: <https://www.rug.nl/library/open-access/self-archiving-pure/taverne-amendment>.

Take-down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

Downloaded from the University of Groningen/UMCG research database (Pure): <http://www.rug.nl/research/portal>. For technical reasons the number of authors shown on this cover page is limited to 10 maximum.

BIBLIOGRAPHY

- Achrol R. and P. Kotler (1999), Marketing in the network economy, *Journal of Marketing*, 63, 146-163.
- Albert, K. and R. Zemke (1985), *Service America: Doing Business in the New Economy*, Homewood, IL: Dow-Jones Irwin.
- Anderson, E. and M.W. Sullivan (1993), The Antecedents and Consequences of Customer Satisfaction for Firms, *Marketing Science*, 12 (spring): 125-143.
- Anderson, E.W. and V. Mittal (2000), Strengthening the Satisfaction-Profit Chain, *Journal of Service Research*, 3 (2), 107-120.
- Anderson, E.W., Fornell, C. and D. Lehmann (1994), Customer Satisfaction, Market Share, and Profitability: findings from Sweden, *Journal of Marketing*, 58, 53-75.
- Anderson, J.C. and J.A. Narus (1990), A Model of Distributor Firm and Manufacturer Firm Working Partnerships, *Journal of Marketing*, 54 (January), 42-58.
- Anderson, P. (1982), Marketing, Strategic Planning and the Theory of the Firm, *Journal of Marketing*, 46 (2), 15-26.
- Anderson, T.W. (1984), *An Introduction to Multivariate Statistical Analysis*, New York: John Wiley and Sons, Inc.
- Ark, B. van, Monnikhof, E. and N. Mulder (1999), Productivity in Services: An International Comparative Perspective, *Canadian Journal of Economics*, 32 (April), 471-499.
- Arminger, G. and B.O. Muthén (1998), A Bayesian Approach to Nonlinear Latent Variable Models Using the Gibbs Sampler and the Metropolis-Hastings Algorithm, *Psychometrika*, 63 (3), 271-300.
- Babakus, E. and G.W. Boller (1992), An Empirical Assessment of the SERVQUAL Scale, *Journal of Business Research*, 24 (3), 253-268.
- Baker, W.E. and J.M. Sinkula (1999), The Synergistic Effect of Market Orientation and Learning Orientation on Organizational Performance, *Journal of the Academy of Marketing Science*, 27 (Fall), 411-427.
- Barney, J. B. (1986), Organizational Culture: Can it be Source of Sustained Competitive Advantage, *Academy of Management Journal*, 11, 656-665.
- (1991), Firm Resources and Sustained Competitive Advantage, *Journal of Management*, 17, 99-120.
- Baron, R. M. and D.A. Kenny (1986), The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations, *Journal of Personality and Social Psychology*, 51, 1173-1182.
- Bearden, W. D., Sharma, S. and J. E. Teel (1982), Sample Size Effects on Chi-square and other Statistics Used in Evaluating Causal Models, *Journal of Marketing Research*, 19, 425-430.

- Becker, B. and B. Gerhart (1996), The Impact of Human Resource Management on Organizational Performance: Progress and Prospects, *Academy of Management Journal*, 39, 779-791.
- Berg, A., Meyer, R. and J. Yu (2004), Deviance Information Criterion for Comparing Stochastic Volatility Models, *Journal of Business and Economic Statistics*, 22, 107-120.
- Berkhof, J., van Mechelen, I. and H. Hoijtink (2000), Posterior Predictive Checks: Principles and Discussion, *Computational Statistics*, 3, 337-354.
- Berry, L.L. (1986), Retail Businesses are Service Businesses, *Journal of Retailing*, 62 (Spring), 3-6.
- and A. Parasuraman (1992), Services Marketing Starts From Within, *Marketing Management*, winter, 25-34.
- Bettencourt, L.A. and S.W. Brown (1997), Contact Employees: Relationships among Workplace Fairness, Job Satisfaction and Prosocial Service Behaviors, *Journal of Retailing*, 73, 39-61.
- Bettencourt, L.A., Meuter, M.L. and K.P. Gwinner (2001), A Comparison of Attitude, Personality, and Knowledge Predictors of Service-Oriented Organizational Behaviors, *Journal of Applied Psychology*, 86 (1), 29-41.
- Bharadwaj, A.S. (2000), A Resource-Based Perspective on Information Technology Capability And Firm Performance: An Empirical Investigation, *MIS Quarterly*, 24 (1), 159-196.
- Bharadwaj, A.S., Bharadwaj, S.G. and B.R. Konsynski (1999), Information Technology Effects on Firm Performance as Measured by Tobin's q , *Management Science*, 45, 6, 1008-1024.
- Bharadwaj, S.G., Varadarajan, R. and J. Fahy (1993), Sustainable Competitive Advantage in Service Industries: A Conceptual Model and Research Propositions, *Journal of Marketing*, 57 (October), 83-99.
- Bhuian S.N. (1998), An Empirical Examination of Market Orientation in Saudi Arabia Manufacturing Companies, *Journal of Business Research*, 43, 13-25
- Bienstock, C.C., Mentzer, J.T. and M.M. Bird (1997), Measuring Physical Distribution Service Quality, *Journal of the Academy of Marketing Science*, 25 (Winter), 31-44
- Bijmolt, T.H.A. en P.S. Zwart (1994), The Impact of Internal Factors on the Export Success of Dutch Small and Medium-sized Firms, *Journal of Small Business Management*, 32, 2, 69-83
- Bitner, M.J. (1995), Building Service Relationships: Its All About Promises, *Journal of the Academy of Marketing Science*, 23 (4), 246 - 51.
- and Hubbert (1994), Encounter Satisfaction Versus Overall Satisfaction Versus Quality, in *Service Quality: New Directions in Theory and Practice*, Rust, R.T. and R.L. Oliver (eds.), Thousand Oaks, CA: Sage Publications, 173-200.

- Boomsma, A. (1985), Nonconvergence, Improper Solutions, and Starting Values in LISREL Maximum Likelihood Estimation, *Psychometrika*, 52, 345-370.
- Bolton, R.N. (1998), A Dynamic Model of the Duration of the Customer's Relationship with a Continuous Service Provider: The Role of Satisfaction, *Marketing Science*, 17 (1), 45-65.
- Borman, W.C. and Motowidlo (1993), Expanding the Criterion Domain to Include Elements of Contextual Performance, N. Schmitt and W.C. Borman (eds), in *Personnel Selection in Organizations*, San Francisco, CA: Jossey-Bass.
- Bowman, D. and D. Narayandas, Linking Customer Management Effort to Customer Profitability in Industrial Markets, *Journal of Marketing Research*, 41 (4), 433-447.
- Butaney, G.T. and L.H. Wortzel (1988), Distributor Power vs. Manufacturer: The Customer Role, *Journal of Marketing*, 52 (January), 52-63.
- Buvik, A. and G. John (2000), When Does Vertical Coordination Improve Industrial Purchasing Relationships? *Journal of Marketing*, 64 (October), 52-64.
- Brady, M.K. and J.J. Cronin Jr. (2001), Some New thoughts on Conceptualizing Perceived Service Quality: A Hierarchical Approach, *Journal of Marketing*, 65, 34-49.
- Brown, S.P. and R.A. Peterson (1993), Antecedents and Consequences of Salesperson Job Satisfaction: Meta-Analysis and Assessment of Causal Effects, *Journal of Marketing Research*, XXX, 63-77.
- Brown, S.W., and T.A. Swartz (1989), A Gap Analysis of Professional Service Quality, *Journal of Marketing*, 53, 92-98.
- Brown, T.J., Churchill, G.A., Jr. And J.P. Peter (1993), Improving the Measurement of Service Quality, *Journal of Retailing*, 69 (Spring), 127-139.
- Brynjolfsson, E. and L. Hitt (2000), Beyond Computation: Information Technology, Organization Transformation and Business Performance, *Journal of Economic Perspectives*, 14, 23-48.
- Cachon, G.P. and M. Fisher (2000), Supply Chain Inventory Management and the Value of Shared Information, *Management Science*, 46 (8), 1032-1048.
- Cadogan, J.W., Diamantopoulos, A. and C.P. de Mortanges (1999), A measure of Export Market Orientation: Scale Development and Cross-cultural Validation, *Journal of International Business Studies*, 30 (4), 689-707.
- Cadogan, J.W., Paul, N., Salminen, R.T., Puumalainen, K. and S. Sundqvist (2001), Key Antecedents to Export Market-Oriented Behaviors: A Cross-National Empirical Examination, *International Journal of Research in Marketing*, 18 (3), 261-282.
- Cano, C.R., Carrillat, F.A. and F. Jaramillo (2004), A meta-analysis of the Relationship between Market Orientation and Business Performance: Evidence from Five Continents, *International Journal of Research in Marketing*, 21, 179-200.
- Cannon, J.J. and C. Homburg (2001), Buyers-supplier Relationships and Customer Firm Costs, *Journal of Marketing*, 65(1), 29-43.

- Cannon, J.P. and W.D. Perreault Jr. (1999), Buyer-Seller Relationships in Business Markets, *Journal of Marketing Research*, XXXVI (November), 439-460.
- Carman, J.M. (1990), Consumer Perceptions of Service Quality: An Assessment of the SERVQUAL Dimensions, *Journal of Retailing*, 66 (1), 33-55.
- Chernick, M.R., (1999), *Bootstrap Methods: A Practitioners Guide*, New York: John Wiley and Sons, Inc.
- Chou, C.-P., Bentler, P.M. and A. Satorra (1991), Scaled Test Statistics and Robust Standard Errors for Non-normal Data in Covariance Structure Analysis: A Monte Carlo study, *British Journal of Mathematical and Statistical Psychology*, 44, 347-357.
- Chase, R. and D.E. Bowen (1991), Service Quality and the Service Delivery System, In: *Service Quality: Multidisciplinary and Multi-National Perspectives*, Lexington Books, Lexington, MA, 157-178.
- Christensen C.M. and J.L. Bower (1996), Customer Power, Strategic Investment, and the Failure of Leading Firms, *Strategic Management Journal*, 17 (3), 197-218.
- Churchill, G.A., Jr., Ford, N.M. and O.C. Walker, Jr. (1974), Measuring the Job Satisfaction of Industrial Salesmen, *Journal of Marketing Research*, XI, 254-260.
- Clark, B.H. and D.B. Montgomery (1996), Perceiving Competitive Reactions: The Value of Accuracy (and Paranoia), *Marketing Letters*, 7 (2), 115-129.
- Colbert, B.A. (2004), The Complex Resource-Based View: Implication for Theory and Practice in Strategic Human Resource Management, *Academy of Management Review*, 29 (3), 341-358.
- Collins, L.M., Graham, J.W. and B.P. Flaherty (1998), An Alternative Framework for Defining Mediation, *Multivariate Behavioral Research*, 33, 295-312.
- Coughlan, A.T., Anderson, E., Stern, L.W. and A.I. El-Ansary (2001), *Marketing Channels*, Upper Saddle River, NJ : Prentice-Hall.
- Corsten, D. and N. Kumar (2005), Do Suppliers Benefit from Collaborative Relationships with Large Retailers? An Empirical Investigation of Efficient Consumer Response Adoption, *Journal of Marketing*, 69 (July), 80-94.
- Cravens, D.W. (1998), Implementation Strategies in the Market-Driven Strategy Era, *Journal of the Academy of Marketing Science*, 26 (3), 237-241.
- , Ingram, T.N., LaForge, R.W. and C.E. Young (1993), Behavior-Based and Outcome-Based Salesforce Control Systems, *Journal of Marketing*, 57 (October), 47-59.
- Cronin, J.J. and S.A. Taylor (1992), Measuring Service Quality: A Reexamination and Extension, *Journal of Marketing*, 56, 55-68.
- Crosby, L.A., Evans, K.R. and D. Cowles (1990), Relationship Quality in Services Selling: An Interpersonal Influence Perspective, *Journal of Marketing*, 54 (July), 68-81.

- Dabholkar, P.A. (1996), Consumer Expectations of Technology Based Self Service Options: An Investigation of Alternative Models of Service Quality, *International Journal of Research in Marketing*, 13 (1), 29-51.
- , Thorpe, D.I. and J.O. Rentz (1996), A Measure of Service Quality for Retail Stores: Scale Development and Validation, *Journal of the Academy of Marketing Science*, 24 (1), 3-16.
- , Shepherd, C.D. and D.I. Thorpe (2000), A Comprehensive Framework for Service Quality: An Investigation of Critical Conceptual and Measurement Issues Through a Longitudinal Study, *Journal of Retailing*, 76 (2), 139-173.
- Dalen, J. van, Koerts, J. and A.R. Thurik (1990), The Measurement of Labor Productivity in Wholesaling, *International Journal of Research in Marketing*, 7 (1), 21-34.
- Day, G.S. (1994), The Capabilities of Market-Driven Organizations, *Journal of Marketing*, 58 (October), 37-52.
- (1999), *Market-Driven Strategy: Processes for Creating Value*, New York: The Free Press.
- (2000), Managing Market Relationships, *Journal of the Academy of Marketing Science*, 28 (1), 24-30.
- and D.B. Montgomery (1999), Charting New Directions for Marketing, *Journal of Marketing*, 63 (Special Issue), 3-13.
- and P. Nedungadi (1994), Managerial Representations of Competitive Advantage, *Journal of Marketing*, 58 (April), 31-44.
- and R. Wensley (1983), Marketing Theory With a Strategic Orientation, *Journal of Marketing*, 47 (Fall), 79-89.
- and — (1988), Assessing Advantage: A Framework for Diagnosing Competitive Superiority, *Journal of Marketing*, 52 (April), 1-20.
- and — (2002), Market Strategies and Theories of the Firm, in Wensley R. and B. Weitz (eds.), *Handbook of Marketing*, London: Sage Publishing.
- and C. Van den Bulte (2002), *Superiority in Customer Relationship Management: Consequences for Competitive Advantage and Performance*, Marketing Science Institute, working paper No. 02-123.
- De Wulf, K., Odekerken-Schroder, G. and D. Iacobucci (2001), Investments in Consumer Relationship: Across-Country and Cross-Industry Exploration, *Journal of Marketing*, 65, 33-50.
- Delaney, J.T. and M.A. Huselid (1996), The Impact of Human Resource Management Practices on Perceptions of Organizational Performance, *Academy of Management Journal*, 39, 949-969.
- Dempster, A.P. (1997), The Direct Use of Likelihood for Significance Testing, *Statistics and Computing*, 7, 247-52.

- Denham M.C. (1997), Prediction Intervals in Partial Least Squares, *Journal of Chemometrics*, 11, 39-52.
- Denison, D.R. and Mishra, A.K. (1995), Toward a Theory of Organizational Culture and Effectiveness, *Organization Science*, 6 (2), 204-223.
- Deshpande, R. and J. Farley (1998), Measuring Market Orientation: Generalization and Synthesis, *Journal of Market-Focused Management*, 2 (3), 213-232.
- , — and Frederick E. Webster (1993), Corporate Culture, Customer Orientation, and Innovativeness in Japanese Firms: A Quadrad Analysis, *Journal of Marketing*, 57 (January), 23-37.
- and — (1989), Organizational Culture and Marketing: Defining the Research Agenda, *Journal of Marketing*, 53 (January), 3-15.
- Dess, G., Lumpkin, G. and J. Covin (1997), Entrepreneurial Strategy Making and Firm Performance: Tests of Contingency and Configurational Models, *Strategic Management Journal*, 18 (1), 2-23.
- Doney, P.M. and J.P. Cannon (1997), An Examination of the Nature of Trust in Buyer-Seller Relationships, *Journal of Marketing*, 61 (April), 35-51.
- Drucker, P.F. (1954), *The Practice of Management*, New York: Harper and Row.
- Dyer, J.H. and H. Singh (1998), The Relational View: Cooperative Strategy and Sources of Interorganizational Competitive Advantage, *Academy of Management Review*, 23 (4), 660-679.
- Duan, N. and K.C. Li (1991), Slicing Regression: A Link Free Regression Method, *Annals of Statistics*, 19, 505-530.
- Efron, B. and C. Morris (1971), Limiting the Risk of Bayes and Empirical Bayes Estimators - Part 1: The Bayes Case, *Journal of the American Statistical Association*, 66, 807-15.
- (1972), Limiting the Risk of Bayes and Empirical Bayes Estimators - Part 2: The Empirical Bayes Case, *Journal of the American Statistical Association*, 67, 130-139.
- Efron, B. (1979), Bootstrap Methods: Another Look at the Jackknife, *Annals of Statistics*, 7, 1-26.
- Efron, B. and R.J. Tibshirani (1993), *An Introduction to the Bootstrap*, Chapman and Hall, New York.
- Faber, N.M. and B.R. Kowalski (1997), Propagation of Measurement Errors for the Validation of Predictions Obtained by Principal Component Regression and Partial Least Squares *Journal of Chemometrics*, 11 (1997) 181-238
- Felton, A. (1959), Making the Marketing Concept Work, *Harvard Business Review*, 37 (Jul/Aug), 55-65.
- Fornell, C. (1992), A National Customer Satisfaction Barometer: The Swedish Experience, *Journal of Marketing*, 59 (January), 1-21.

- (1995), The Quality of Economic Output: Empirical Generalizations about its Distribution and Relationship to Market Share, *Marketing Science*, 14 (3), G203-G211.
- , Johnson M.D., Anderson E.W., Cha J. and B.E. Bryant (1996), The American Customer Satisfaction Index: Nature, Purpose, and Findings, *Journal of Marketing*, 60, 7-18.
- Frambach, R.T., Prabhu, J. and T.M.M. Verhallen (2003), The Influence of Business Strategy on New Product Activity: The Role of Market Orientation , *International Journal of Research in Marketing*, 20 (4), 377-397.
- Frank, I. and J. Friedman (1993), A Statistical View of Some Chemometrics Regression Tools, *Technometrics*, 35, 109-135.
- Frohlich, M.T. and R. Westbrook (2001), Arcs of Integration: An International Study of Supply Chain Strategies, *Journal of Operations Management*, 19, 185-200.
- Garthwaite, P.H. (1994), An Interpretation of Partial Least Squares, *The Journal of American Statistical Association*, 89: 122-127.
- Gatignon H, Xuereb (1997), Strategic Orientation of the Firm and New Product Performance, *Journal of Marketing Research*, 34 (1), 77-90.
- Gavirneni, S., Kapuscinski, R. and S. Tayur (1999), Value of Information in Capacitated Supply Chains, *Management Science*, 45 (1), 16-24.
- Gelfand, A. and S. Ghosh (1998), Model Choice: A Minimum Posterior Predictive Loss Approach, *Biometrika*, 85, 1-11.
- Gelfand, A. E., and S.K. Sahu (1999), Identifiability, Improper Priors, and Gibbs Sampling for Generalized Linear Models, *Journal of the American Statistical Association*, 94, 247-253.
- Gelfand, A. and A.F.M. Smith (1990), Sampling-Based Approaches to Calculating Marginal Densities, *Journal of the American Statistical Association*, 85, 398-409.
- Gelman, A., Carlin, J. B., Stern, H. S. and D. B. Rubin (2004), *Bayesian Data Analysis*, Chapman and Hall: New York.
- Gelman, A., Meng, X.L. and H.S. Stern (1996), Posterior Predictive Assessment of Model Fitness via Realized Discrepancies (with discussion), *Statistica Sinica*, 6, 733-807.
- Gelman, A. and D.B. Rubin (1992), Inference from Iterative Simulation using Multiple Sequence (with discussion), *Statistical Science*, 7, 457-511.
- , — (1995), Avoiding Model Selection in Bayesian Social Research, *Sociological Methodology*, 25, 165-173.
- Geman, S. and D. Geman (1984), Stochastic Relaxation, Gibbs distributions, and the Bayesian Restoration of Images, *IEEE Transactions on Pattern Analysis and Machine Intelligence*, 6, 721-741.

- Geyskens, W.E., Steenkamp, J.E.M. and N. Kumar (1998), Generalizations about Trust in Marketing Channel relationships using meta-analysis, *International Journal of Research in Marketing*, 15, 223-248.
- Ghosh, S. K. and J. Norris (2005), Bayesian Capture-Recapture Analysis of a Closed Population Allowing for Heterogeneity between Animals, *Journal of Agricultural Biological and Environmental Statistics*, 10, 35-49.
- Gummesson, E. (1994), Making Relationship Marketing Operational, *International Journal of Service Industry Management*, 5(5), 5-20.
- (1998), Implementation Requires a Relationship Marketing Paradigm, *Journal of the Academy of Marketing Science*, 26 (3), 242-249.
- (2004), Invited Commentaries on “Evolving to a New Dominant Logic for Marketing”: On the Service-Centered Dominant Logic for Marketing, *Journal of Marketing*, 68 (January), 18-27.
- Granovetter, M. (1985), Economic Action and Social Structure: The Problem of Embeddedness, *American Journal of Sociology*, 91 (November), 481-501.
- Greene, W.H. (1997), *Econometrics Analysis*, Prentice-Hall, New York.
- Greenley, G.E. and G.R. Foxall (1998), External Moderation of Associations Among Stakeholder Orientations and Company Performance, *International Journal of Research in Marketing*, 15, 51-69.
- Gruen, T., Summers, J. and F. Acito (2000), Relationship Marketing Activities, Commitment, and Membership Behaviors in Professional Associations, *Journal of Marketing*, 64 (3), 34-49.
- Grewal, R. and P. Tansuhaj (2001), Building Organisational Capabilities for Managing Economic Crisis: The Role of Market Orientation and Strategic Flexibility, *Journal of Marketing*, 65 (Spring), 67-80.
- (1984), A Service Quality Model and Its Marketing Implications, *European Journal of Marketing*, 18 (4), 36-44.
- (1994), From Marketing Mix to Relationship Marketing: Towards a Paradigm Shift in Marketing, *Management Decision*, 32 (2), 4-20.
- (1997), Value-driven Relational Marketing: From Products to Resources and Competencies, *Journal of Marketing Management*, 13 (5), 407-419.
- (2000), *Service Management and Marketing: A Customer Relationship Management Approach*, 2nd Edition, John Wiley and Sons, Inc.
- Gruen, T.W., Summers, J.O. and F. Acito (1997), Relationship Marketing Activities, Commitment, and Membership Behaviors in Professional Associations, *Journal of Marketing*, 64 (July), 34-49.
- Hair, Jr., J.F., Anderson, R.E., Tatham, R.L. and W.C. Black (1998), *Multivariate Data Analysis*, (5th ed.), New York: Macmillan Publishing Company.

- Håkansson, H. (eds.), (1982), *International Marketing and Purchasing of Industrial Goods: An Interaction Approach*, Chichester, UK: John Wiley and Sons, Inc.
- Hallowell, R., Schlesinger, L.A. and J. Zornitsky (1996), Internal Service Quality, Customer and Job Satisfaction: Linkages and Implications for Management, *Human Resource Planning*, 20-31.
- Hamel, G. and C. Prahalad (1994), *Competing for the Future: Breakthrough Strategies for Seizing Control of your Industry and Creating the Markets of Tomorrow*, Boston, Ma.: Harvard Business School Press.
- Han, J.K., Kim, N. and R.K. Srivastava (1998), Market Orientation and Organizational Performance: Is Innovation a Missing Link? *Journal of Marketing*, 62 (4), 30-45.
- Hardy, C., Phillips, N. and T.B. Lawrence (2003), Resources, Knowledge and Influence: The Organizational Effects of Interorganizational Collaboration, *Journal of Management Studies*, 40, 321 - 347.
- Hartline, M.D., and O.C. Ferrell (1996), The Management of Customer-Contact Service Employees, *Journal of Marketing*, 60 (October), 52-70.
- , Maxham III, J.G. and D.O. McKee (2000), Corridors of Influence in the Dissemination of Customer-Oriented Strategy to Customer Contact Service Employees, *Journal of Marketing*, 64 (April), 35-50.
- Hastings, W.K. (1970), Monte Carlo Sampling Methods using Markov Chains and their Applications, *Biometrika* 57, 97–109.
- Helland, I.S. (1988), “On the Structure of Partial Least Squares Regression,” *Communications in Statistics - Simulation*, 17 (2), 581-607.
- Heskett, J.L., Jones, T.O., Loveman, G.W., Sasser, W.E. and L.A. Schlesinger (1994), Putting the Service-Profit Chain to Work, *Harvard Business Review*, 72 (2), 164-175.
- Heskett, G.W., Sasser, W.E. and L.A. Schlesinger (1997), *The Service-Profit Chain*, The Free Press, New York.
- Higginson, J. K. and A. Alam (1997), Supply Chain Management Techniques in Medium-to-small Manufacturing Firms, *International Journal of Logistics Management*, 8 (2), 1932.
- Ho, T.H. and C.S. Tang (2004), Introduction to the Special Issue on Marketing and Operations Management Interfaces and Coordination, *Management Science*, 50 (4), 429-430.
- Hoekstra, J.C., P.S.H. Leeflang and D.R. Wittink (1999), The Customer Concept, *Journal of Market-Focused Management*, 4, 43-75.
- Hoerl, A.E. and R.W. Kennard (1970), Ridge Regression: Biased Estimation for Nonorthogonal Problems, *Technometrics*, 12, 55-67.
- Hofstede, G., Neuijen, B., Ohayv, D.D. and G. Sanders (1990), Measuring Organizational Cultures. A Qualitative and Quantitative Study across Twenty Cases, *Administrative Science Quarterly*, 35, 286-316.

- Holmlund, M. and S. Kock (1995), Buyer Perceived Service Quality in Industrial Networks, *Industrial Marketing Management*, 24 (2), 109-21.
- Homburg, C. and B. Rudolph (2001), Customer Satisfaction in Industrial Markets: Dimensional and Multiple Role Issues, *Journal of Business Research*, 52, 15-33.
- Homburg, C. and C. Pflesser (2000), A Multiple-Layer Model of Market Oriented Organizational Culture: Measurement Issues and Performance Outcomes, *Journal of Marketing Research*, 37 (November), 449-462.
- Hoogland, J.J. and A. Boomsma (1998), Robustness Studies in Covariance Structure Modeling: An Overview and a Meta-analysis, *Sociological Methods and Research*, 26, 329-367.
- Hooley, G.J., Fahy, J., Beracs, Jozsef Fonfara Krzysztof and B. Snoj (1999), Marketing Capabilities and Firm Performance: A Hierarchical Model, *Journal of Market-Focused Management*, 4(3), 259-278.
- , Möller, K. and Broderick, A.J. (1998), Competitive Positioning and the Resource Based View of the Firm, *Journal of Strategic Marketing* 6 (2) 97-115
- Houston, F.S. (1986), The Marketing Concept: What It Is and What It Is Not, *Journal of Marketing*, 50, 81-87.
- Höskuldsson, A. (1988), PLS Regression Methods, *Journal of Chemometrics*, 2, 221-228.
- (2003), Analysis of Latent Structures in Linear Models, *Journal of Chemometrics*, 17, 630-645.
- Høy, M., Steen, K. and H. Martens (1998), Review of Partial Least Squares Regression Prediction Error in Unscrambler, *Chemometrics and Intelligent Laboratory Systems*, 44, 123-133.
- Huselid, M.A. (1995), The Impact of Human Resource Management Practices on Turnover, Productivity and Corporate Financial Performance, *Academy of Management Journal*, 12, 6, 470-481.
- , Jackson, S.E. and R.S. Schuler (1997), Technical and Strategic Human Resource Management Effectiveness as Determinants of Firm Performance, *Academy of Management Journal*, 40, 171-188.
- Hunt, S.D. (2000), *A General Theory of Competition: Resources, Competences, Productivity, Economic Growth*, Thousand Oaks, CA: Sage Publications.
- (2004), Invited Commentaries on “Evolving to a New Dominant Logic for Marketing”: On the Service-Centered Dominant Logic for Marketing, *Journal of Marketing*, 68 (January), 18-27.
- and C.J. Lambe (2000), Marketing’s Contribution to Business Strategy: Market Orientation, Relationship Marketing, and Resource-Advantage Theory, *International Journal of Management Review*, 2 (1), 17-43.
- and R.M. Morgan (1995), The comparative Advantage Theory of Competition, *Journal of Marketing*, 59 (April), 1-15.

- and — (1996), The Resource-Advantage Theory of Competition: Dynamics, Path Dependencies, and Evolutionary Dimensions, *Journal of Marketing*, 60 (October), 107-114.
- Innis, D. and B. LaLonde (1994), Customer Service: The Key to Customer Satisfaction, Customer Loyalty and Market Share, *Journal of Business Logistics*, 15 (1), 1-27.
- Ittner, C.D. and D.F. Larcker (1999), Are Nonfinancial Measures Leading Indicators of Financial Performance? An Analysis of Customer Satisfaction, *Journal of Accounting Research*, 36, 1-35.
- Jap, S.D. (2001), "Pie Sharing" in Complex Collaboration Contexts, *Journal of Marketing Research*, XXXVIII (February), 86-99.
- Jap, S.D., Manolis, C. and B.A. Weitz (1999), Relationship Quality and Buyer-Seller Interactions in Channels of Distribution, *Journal of Business Research*, 46, 303-313.
- Jaworski, Bernard and Ajay K. Kohli (1993), Market Orientation: Antecedents and Consequences, *Journal of Marketing*, 57, 53-70.
- Jolliffe, I. T. (1986), *Principal Component Analysis*, New York: Springer-Verlag.
- Johnson, M.D. and F. Selnes (2004), Toward a Dynamic Theory of Exchange Relationships: Customer Portfolio Management, *Journal of Marketing*, 68 (2), 1-17.
- Jöreskog, K. G. and Sörbom, D. (1996), *LISREL 8 User's Reference Guide*, Chicago: Scientific Software International.
- and F. Yang (1996), Nonlinear Structural Equation Models: The Kenny- Judd Model with Interaction Effects, In G. Marcoulides and R. Schumaker (eds.), *Advanced Structural Equation Modeling*, 57-87, Mahwah, New York: Lawrence Erlbaum Assoc.
- Kalwani, M.U. and N. Narayandas (1995), Long-Term Manufacturer-Supplier Relationships: Do They Pay Off for Supplier Firms, *Journal of Marketing*, 59 (January), 1-16.
- Kamakura, W.A., Mittal, V, Rosa, F. De and J.A. Mazzo (2002), Assessing the Service-Profit Chain, *Marketing Science*, 21 (Summer), 294-317.
- Kamoche, K. (1996), Strategic Human Resource Management within a Resource-Capability View of the Firm, *Journal of Management Studies*, 33, 213-233.
- Kass, R.E. and A.E. Raftery (1995), Bayes Factors, *Journal of the American Statistical Association*, 90, 773-795.
- Kassinis, G.I. and A.C. Soteriou (2003), Greening the Service Profit Chain: The Impact of Environmental Management Practices, *Production and Operations Management*, 12 (3), 386-403.
- Kelley, S.W. (1992), Developing Customer Orientation among Service Employees, *Journal of the Academy of Marketing Sciences*, 20 (1), 27-36.
- Kelley, H.H. and J.W. Thibaut (1978), *Interpersonal Relations: A Theory of Interdependence*, New York: John Wiley and Sons, Inc.

- Kennedy, K.N., Goolsby, J.R. and E.J. Arnould (2003), Implementing a Customer Orientation: Extension of Theory and Application, *Journal of Marketing*, 67 (October), 67-81.
- Kenny, D. and C.M. Judd (1984), Estimating the Nonlinear and Interactive Effects of Latent Variables, *Psychological Bulletin*, 96, 201-210.
- Kirca, A., Jayachandran, S. and W.O. Bearden (2005), Market Orientation: A Meta-Analytic Review of its Antecedents and Impact on Performance, *Journal of Marketing*, 69 (April), 24-41.
- Kohli, A.K. and B. Jaworski (1990), Market Orientation: the Construct, Research Propositions, and Managerial Implications, *Journal of Marketing*, 54 (April), 1-18.
- , — and A. Kumar (1993), MARKOR: A measure of Market Orientation, *Journal of Marketing Research*, 30, 467-477.
- Kuha J. (2004), AIC and BIC: Comparisons of Assumptions and Performance, *Sociological Methods and Research*, 33, 188-229.
- Kulp, S.C., Lee, H.L. and E. Ofek (2004), Manufacturer Benefits from Information Integration With Retail Customers, *Management Science*, 50 (April), 431-444.
- Kumar, N., Scheer, L.K. and J.E.M. Steenkamp (1995), The Effects of Supplier Fairness on Vulnerable Resellers, *Journal of Marketing Research*, 32 (February), 54-65.
- Krishnamurthi, L. and A. Rangaswamy (1987), The Equity Estimator for Marketing Research, *Marketing Science*, 6 (4), p. 336-357.
- Lado, A. and M. Wilson (1994), Human Resource Systems And Sustained Competitive Advantage: A Competency Based Perspective, *Academy of Management Review*, 19 (4), 708-709.
- Langerak, F. (2001), Effects of Markt Orientation on the Behaviors of Salespersons and Purchasers, Channel Relationships, and Performance of Manufacturers, *International Journal of Research in Marketing*, 18, 221-34.
- Lee, H.L., So, R. and C.S. Tang (2000), The Value of Information Sharing in a Two-Level Supply Chain, *Management Science*, 46 (5), 626-643.
- Lee, S.Y. (1981), A Bayesian Approach to Confirmatory Factor Analysis, *Psychometrika*, 46, 153-160.
- and X.Y. Song (2001), Hypothesis Testing and Model Comparison in Two-level Structural Equation Models, *Multivariate Behavioral Research*, 36, 639-655.
- and — (2004), Evaluation of the Bayesian and Maximum Likelihood Approaches in Analyzing Structural Equation Models with Small Sample Sizes, *Multivariate Behavioral Research*, 39, 653-686.
- , — and W.Y. Poon (2004), Comparison of Approaches in Estimating Interaction and Quadratic Effects of Latent Variables, *Multivariate Behavioral Research*, 39, 37-67.

- Leefflang, P.S.H. and D.R. Wittink (1992), Diagnosing Competitive Reactions using (Aggregated) Scanner Data, *International Journal of Research in Marketing*, 9 (1), 39-57.
- and — (1996), Competitive Reaction versus Consumer Response: Do Managers Overreact?, *International Journal of Research in Marketing*, 13, 103-119.
- and — (2000), Building Models for Marketing Decisions: Past, Present and Future, *International Journal of Research in Marketing*, 17, 105-126.
- , —, Wedel, M. and P.A. Naert (2000), *Building Models for Marketing Decisions*, Kluwer Academic Publishers, Boston, Ma.
- Levin, J. and S. Tadelis (2005), Profit Sharing and the Role of Professional Partnerships, *Quarterly Journal of Economics*, 120 (1), 131-171.
- Li, K.C. (1991), Sliced Inverse Regression for Dimension Reduction (with discussion), *Journal of the American Statistical Association*, 86, 316-342.
- Lindley, D. and A.F.M. Smith (1972), Bayes Estimates for the Linear Model, *Journal of the Royal Statistical Society B*, 34, 1-41.
- Lings, I.N. (2004), Internal Market Orientation: Construct and Consequences, *Journal of Business Research*, 57 (4), 405-413.
- Lomnicki, Z.A. (1967), On the Distribution of Products of Random Variables, *Journal of the Royal Statistical Society, B*, 29, 513-524.
- Lynch, D.F., Keller, S.B. and J. Ozment (2000), Effects of Logistics Capabilities and Strategy on Firm Performance, *Journal of Business Logistics*, 21 (2), 47-67.
- Lytle, R.S., Hom, P.M. and M.P. Mokwa (1998), SERV*OR: A Managerial Measure of Service- Orientation, *Journal of Retailing*, 74 (4), 455-489.
- Lusch, R.F. and J.R. Brown (1996), Interdependency, Contracting, and Relational Behavior in Marketing Channels, *Journal of Marketing*, 60 (October), 19-38.
- Lusch, R.F. and G.R. Laczniak (1987), The Evolving Marketing Concept, Competitive Intensity and Organizational Performance, *Journal of the Academy of Marketing Science*, 15 (3), 1-11.
- MacKinnon, D.P., Krull, J.L. and C.M. Lockwood (2000), Equivalence of the Mediation, Confounding, and Suppression Effect, *Prevention Science*, 1, 173-181.
- , Lockwood, C.M., Hoffman, J.M., West, S.G. and V. Sheets (2002), A Comparison of Methods to Test the Significance of Mediation and other Intervening Variable Effects, *Psychological Methods*, 7, 83-104.
- , — and J. Williams (2004), Confidence Limits for the Indirect Effect: Distribution of the Product and Resampling, *Multivariate Behavioral Research*, 39 (1), 99-128.
- , Warsi, G. and J.H. Dwyer (1995), A Simulation Study of Mediated Effect Measures, *Multivariate Behavioral Research*, 30, 41-62.

- Macneil, I.R. (1980), *The New Social Contract, An Enquiry into Modern Contractual Relations*, Yale University Press, New Haven, CT.
- Maltz, E. and A. K. Kohli (1996), Market Intelligence Dissemination Across Functional Boundaries, *Journal of Marketing Research*, XXXIII (February), 47-61.
- Marsh H.W. and D. Hocevar (1985), Application of Confirmatory Factor Analysis to the Study of Self-Concept: First- and Higher Order Factor Models and Their Invariance Across Groups, *Psychological Bulletin*, 97 (3), 562-582.
- Martens, H. (2001), Reliable and Relevant Modelling of Real World Data: A Personal Account of the Development of PLS Regression, *Chemometrics and Intelligent Laboratory Systems*, 58, 85-95.
- , Hoy, M., Westad, F., Folkenberg, D. and M. Martens (2001), Analysis of Designed Experiments by Stabilised PLS Regression and Jack-Knifing, *Chemometrics and Intelligent Laboratory Systems*, 58, 151-170.
- and M. Martens (2000), Modified Jack-Knife Estimation of Parameter Uncertainty in Bilinear Modelling by Partial Least Squares Regression (PLSR), *Food Quality and Preference*, 11, 5-16.
- and — (2001), *Multivariate Analysis of Quality: An Introduction*, Chichester: John Wiley and Sons, Inc.
- and T. Neas (1989), *Multivariate Calibration*, Chichester: John Wiley and Sons, Inc.
- Mason, C.H. and W.D. Perreault Jr. (1991), Collinearity, Power, and Interpretation of Multiple Regression Analysis, *Journal of Marketing Research*, 28 (August), 268-80.
- Massy, W.F. (1965), Principal Components Regression in Exploratory Statistical Research, *Journal of the American Statistical Association*, 60, 234-256.
- Mata, F.J., Fuerst, W.L. and J. B. Barney (1995), Information Technology and Sustained Competitive Advantage: A Resource-Based Analysis, *MIS Quarterly*, 19 (4), 487-505.
- Matsuno, K. and J.T. Mentzer (2000), The Effects of Strategy Type on the Market Orientation-Performance Relationship, *Journal of Marketing*, 64, 1-16.
- , — and A. Özsomer (2002), The Effects of Entrepreneurial Proclivity and Market Orientation on Business Performance, *Journal of Marketing*, 66 (3), 18-32.
- McDonald, M., Christopher, M., Know, S. and A. Payne (2001), *Creating a Company for Customers: How to Build and Lead a Market-Driven Organization*, Financial Times: Prentice Hall.
- McKee, D.O., Varadarajan, R.P. and W.M. Pride (1989), Strategic Adaptability and Firm Performance: A Market-Contingent Perspective, *Journal of Marketing*, 53, 21-35.
- McNamara, C.P. (1972), The Present Status of the Marketing Concept, *Journal of Marketing*, 36 (1), 50-57.
- Meng, X.L. (1994), Posterior Predictive P-values, *Annals of Statistics*, 22, 1142-1160.

- Mengüç, B. (1996), The Influence of the Market Orientation of the Firm on Sales Force Behavior and Attitudes: Further Empirical Results, *International Journal of Research in Marketing*, 13(3), 277-291.
- Menon, A., Jaworski, B.J. and A.K. Kohli (1997), Product Quality: Impact of Interdepartmental Interactions, *Journal of the Academy of Marketing Science*, 25 (3), 187-200.
- , D.J. Flint and G.T.M. Hult (2001), Logistics Service Quality as a Segment-Customized Process, *Journal of Marketing*, 65 (October), 82-104.
- , — and J.L. Kent (1999), Developing a Logistics Service Quality Scale, *Journal of Business Logistics*, 20 (1), 9-32.
- , Roger Gomes, and Robert E. Krapfel (1989), Physical Distribution Service: A Fundamental Marketing Concept, *Journal of the Academy of Marketing Science*, 17 (Winter), 53-62.
- Metropolis, N., Rosenbluth, A., Teller, A. and E. Teller (1953), Equation of Several State Calculations by Fast Computing Machines, *Journal of Chemical Physics*, 21, 1087-1892.
- Meuter, M.L., Ostrom, A.L., Roundtree, R.I. and M. Bitner (2000), Self Service Technologies: Understanding Customer Satisfaction with Technology-based Service Encounters, *Journal of Marketing*, 64 (July), 50-65.
- Miller, D. (1981), Toward a New Contingency Approach: the Search for Organizational Gestalts, *Journal of Management Studies*, 18 (1), 1-26.
- Miller, J. and A. Roth (1994), A taxonomy of manufacturing strategies, *Management Science*, 40 (3), 285-304.
- Mintzberg, H. and J.B. Quinn (1998), *Readings in the Strategy Process*, New Jersey: Prentice Hall.
- Mizik, N. and R. Jacobson (2003), Trading Off Between Value Creation and Value Appropriation: The Financial Implications of Shifts in Strategic Emphasis, *Journal of Marketing*, 67 (January), 63-76.
- Moenaert R.K. and W.E. Souder (1996), Context and Antecedents of Information Utility at the R&D/Marketing Interface, *Management Science*, 42 (11), 1592 - 1610.
- Moorman, C. (1995), Organizational Market Information Processes: Cultural Antecedents and New Product Outcomes, *Journal of Marketing Research*, 32 (August), 318-335.
- and Ronald T. Rust (1999), The Role of Marketing, *Journal of Marketing*, 63 (Special Issue), 180-197.
- Morgan, N.A., Kaleka, A. and C.S. Katsikeas (2004), Antecedents of Export Venture Performance: A Theoretical Model and Empirical Assessment, *Journal of Marketing*, 68 (1), 90-108.
- Morgan, R.M. and S.D. Hunt (1994), The Commitment-Trust Theory of Relationship Marketing, *Journal of Marketing*, 58 (July), 20-38.

- Motowidlo, S.J. and J.R. Van Scotter (1994), Evidence that Task Performance should be Distinguished from Contextual Performance, *Journal of Applied Psychology*, 79, 272-280.
- Naik, P.A., and C. Tsai (2000), Partial Least Squares Estimator for Single-Index Models, *Journal of the Royal Statistical Society, Series B*, 62 (4), 763-771.
- Narver, J.C. and S.F. Slater (1990), The Effect of a Market Orientation on Business Profitability, *Journal of Marketing*, 54 (October), 52-63.
- Noble, C.H., Sinha, R.K. and A. Kumar (2002), Market Orientation and Alternative Strategic Orientations: A Longitudinal Assessment of Performance Implications, *Journal of Marketing*, 66 (October), 25-39.
- Oczkowski, E. and M.A. Farrell (1998), Discriminating Between Measurement Scales Using Non-Nested Test and Two-Stage Least Squares Estimators: The Case of Market Orientation, *International Journal of Research in Marketing*, 15, 349-366.
- Olavarrieta, S. and A.E. Ellinger (1997), Resource-based Theory and Strategic Logistics Research, *International Journal of Physical Distribution and Logistics Management*, 27 (4), 559-87.
- Oliver, R.L. (1997), *Satisfaction: A Behavioral Perspective on the Consumer*, New York: McGraw-Hill.
- Oliver, R.L. and E. Anderson (1994), An Empirical Test of the Consequences of Behavior- and Outcome-Based Sales Control Systems, *Journal of Marketing*, 58 (October), 53-67.
- Organ, D.W. and K. Ryan (1995), A Meta-Analytical Review of Attitudinal and Dispositional predictors of Organizational Citizenship Behavior, *Personnel Psychology*, 48, 775-802.
- Ostroff, C. (1992), The Relationship Between Satisfaction, Attitudes, and Performance: An Organizational Level Analysis, *Journal of Applied Psychology*, 77 (6), 963-974.
- Parasuraman, A., Berry, L.L. and V.A. Zeithaml (1990), *An Empirical Examination of Relationships in an Extended Service Quality Model*, Academy of Marketing Science, Report No. 92-122, Cambridge, MA.
- and D. Grewal (2000), The Impact of Technology on the Quality-Value-Loyalty Chain: A Research Agenda, *Journal of the Academy of Marketing Science*, 28 (1), 168-174.
- , Zeithaml, V.A. and L.L. Berry (1985), A Conceptual Model of Service Quality and Its Implications for Future Research, *Journal of Marketing*, 49 (Fall), 41-50.
- , — and — (1988), SERVQUAL: A Multiple-Item Scale for Measuring Customer Perceptions of Service Quality, *Journal of Retailing*, 64 (Spring), 12-40.
- , — and — (1991), Refinement and Reassessment of the SERVQUAL Scale, *Journal of Retailing*, 67 (Winter), 420-450.

- , — and — (1994), Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research, *Journal of Marketing*, 58 (January), 111-124
- Parvatiyar, A. and J.N. Sheth (2000), The Domain and Conceptual Foundations of Relationship Marketing, in Sheth, J. N. and A. Parvatiyar (eds.), *Handbook of Relationship Marketing*, Sage Publications.
- Pelham, A.M. (1997), Mediating Influences on the Relationship between Market Orientation and Profitability in Small Industrial Firms, *Journal of Marketing Theory and Practice*, 5 (3), 55-76.
- Pelham, A.M. (2000), Market Orientation and other Potential Influences on Performance in Small and Medium-Sized Manufacturing Firms, *Journal of Small Business Management*, 38 (1), 48-67.
- and D.T. Wilson (1996), A Longitudinal Study of the Impact of Market Structure, Firm Structure, Strategy, and Market Orientation Culture on Dimension of Small-Firm Performance, *Journal of the Academy of Marketing Science*, 24 (1), 27- 43.
- Peteraf, M. and M. Bergen (2003), Scanning Dynamic Competitive Landscapes: A Market-based and Resource-based Framework, *Strategic Management Journal*, 24, 1027-1041.
- Petty, M.M., McGee, G.W. and J.W. Cavender (1984), A meta-Analysis of the Relationships Between Individual Job Satisfaction and Individual Performance, *Academy of Management Review*, 9 (4), 712-721.
- Pfeffer, J. and G.R. Salancik (1978), *The External Control of Organizations*, New York: Harper and Row.
- Pruden, H.O. and R.M. Reese (1972), Interorganization Role-Set Relations and the Performance and Satisfaction of Industrial Salesmen, *Administrative Science Quarterly*, 17 (December), 601-609.
- Quinn, J., Doorley, T. and P. Paquette (1990), Beyond Products: Services-Based Strategy, *Harvard Business Review*, March-April, 58-68.
- Uzzi, B. (1996), The Sources and Consequences of Embeddedness for the Economic Performance of Organizations, *American Sociological Review*, 61, 674-98.
- and R Lancaster (2003), Relational Embeddedness and Learning: The Case of Bank Loan Managers and Their Clients, *Management Science*, 49 (4), 383-399.
- Raftery, A.E. (1993), Bayesian Model Selection in Structural Equation Models, in Bollen, K.A. and J.S. Long (eds.), 163-80, *Testing Structural Equation Models*, Newbury Park, CA: Sage.
- Ramaswami, S.N. and J. Singh (2003), Antecedents and Consequences of Merit Pay Fairness for Industrial Salespeople, *Journal of Marketing*, 67 (4) 46-66.
- Reukert, R.W. (1992), Developing a Market Orientation: An Organizational Strategy Perspective, *International Journal of Research in Marketing*, 9, 225-245.

- Richard, O.C. and N. Johnson (2001), Strategic Human Resource Management Effectiveness and Firm Performance, *International Journal of Human Resource Management*, 12, 2993-310.
- Riemers, C. (1999), *Functionele en Ruimtelijke Dynamiek in de Groothandel*, RUG.
- Rindfleisch, A. and C. Christine (2003), Interfirm Cooperation and Customer Orientation, *Journal of Marketing Research*, 40 (November), 406-420.
- Rosenbloom, B. (2001), *Marketing Channels: A Management View*, Fort Worth, TX: Dryden.
- Rosenzweig, E.D., Roth, A.V. and J.W. Dean Jr. (2003), The Influence of Strategy on Competitive Capabilities and Business Performance: An Exploratory Study of Consumer Products Manufacturers, *Journal of Operations Management*, 21, 437-456.
- Rossi, P.E. and G.M. Allenby (2003), Bayesian Statistics and Marketing, *Marketing Science*, 22, 304-328.
- Roth, A.V. and W.E. Jackson III (1995), Strategic Determinants of Service Quality and Performance: Evidence from the Banking Industry, *Management Science*, 41, 11, 1720-1733.
- Rucci, A.J., S.P. Kirn and R.T. Quinn (1998), The Employee-Customer-Profit Chain at Sears, *Harvard Business Review*, 76 (1), 82-97.
- Rubin, D. B. (1984), Bayesian Justifiable and Relevant Frequency Calculation for the Applied Statistician, *Annals of Statistics*, 12, 1151-1172.
- Rust, R.T. (2004), Invited Commentaries on "Evolving to a New Dominant Logic for Marketing": On the Service-Centered Dominant Logic for Marketing, *Journal of Marketing*, 68 (January), 18-27.
- , Katherine N. Lemon and Valarie A. Zeithaml (2004), Return on Marketing: Using Customer Equity to Focus Marketing Strategy, *Journal of Marketing*, 68 (1), 109-127.
- and R.L. Oliver (1994), Service Quality: Insights and Managerial Implications from the Frontier, in *Service Quality: New Directions in Theory and Practice*, R.T. Rust and R.L. Oliver eds. Thousand Oaks, CA: Sage Publications, 1-19.
- , Anthony J. Zahorik, and Timothy L. Keiningham (1995), "Return on Quality (ROQ): Making Service Quality Financially Accountable," *Journal of Marketing*, 59 (April), 58-70.
- Ryan, A.M., Schmit, M.J. and R. Johnson (1996), Attitudes and Effectiveness: Examining Relations at an Organizational Level, *Personnel Psychology*, 49, 853-881.
- Pugh, S.D., Diets, J., Wiley, J.W. and S.M. Brooks (2002), Driving Service Effectiveness Through Employee-Customer Linkages, *Academy of Management Executive*, 16 (4), 73-84.
- Saxe, R. and B.A. Weitz (1982), The SOCO Scale: A Measure of the Customer Orientation of Salespeople, *Journal of Marketing Research*, 19, 343-351.

- Scheines, R., H. Hoijtink, and A. Boomsma (1999), Bayesian Estimation and Testing of Structural Equation Models, *Psychometrika*, 64(1), 37-52.
- Schneider, B. (1973), The Perception of Organizational Climate: The Customer's View, *Journal of Applied Psychology*, 57, 248-256.
- Schneider, B., Parkington, J. and V. Buxton (1980), Employee and Customer Perceptions of Service in Banks, *Administrative Service Quarterly*, 25, 252-267.
- and D. Bowen (1985), Employee and Customer Perceptions of Service in Banks: Replication and Extension, *Journal of Applied Psychology*, 70, 423-433.
- and — (1993), The Service Organization: Human Resources Management Is Crucial, *Organizational Dynamics*, 21 (4), 39-52.
- and — (1995), *Winning the Service Game*, Harvard Business School Press: Boston.
- and — (1999), Understanding Customer Delight and Outrage, *Sloan Management Review*, 41, 35-46.
- and D. Schechter (1991), Development of a Personnel Selection System for Service Jobs, In S. W. Brown, E. Gummesson, B. Evaradsson, and B. Gustavsson (Eds.), *Service Quality: Multidisciplinary and Multinational Perspectives*, Lexington, MA: Lexington Books.
- , Smith, D.B., Taylor, S., and J. Fleenor (1998), Personality and Organizations: A Test of the Homogeneity of Personality Hypothesis, *Journal of Applied Psychology*, 83, 462-470.
- , Wheeler, J.K. and J.F. Cox (1992), A Passion for Service: Using Content Analysis to Explicate Service Climate Themes, *Journal of Applied Psychology*, 77, 705-716.
- Schwarz, G. (1978), Estimating the Dimension of a Model, *Annals of Statistics*, 6 (2), 461-464.
- Selnes, F. and J. Sallis (2003), Promoting Relationship Learning, *Journal of Marketing*, 67(3), 80-95.
- Serneels, S., Lemberge, P. and P. J. Van Espen (2004), Calculation of PLS Prediction Intervals using Efficient Recursive Relations for the Jacobian Matrix, *Journal of Chemometrics*, 18, 76-80
- Shrout, P.E. and N. Bolger (2002), Mediation in Experimental and Nonexperimental Studies: New Procedures and Recommendations, *Psychological Methods*, 7, 422-445.
- Siehl, C., Bowen, D.E. and C.M. Pearson (1992), Service Encounters as Rites of Integration: An Information Processing Model, *Organization Science*, 3 (4), 537-555.
- Sigauw, J.A., Brown, G. and R.E. Widing (1994), The Influence of the Market Orientation of the Firm on Sales Force Behavior and Attitudes, *Journal of Marketing Research*, 31 (1), 106-116.

- , Simpson, P.M. and T.L. Baker (1998), Effects of Supplier Market Orientation on Distributor Market Orientation and the Channel Relationship: The Distributor Perspective, *Journal of Marketing*, 62, July, 99-111.
- Silvestro, R. and S. Cross (2000), Applying the service profit chain in a retail environment: Challenging the “satisfaction mirror”, *International Journal of Service Industry Management*, 11 (3), 244-268.
- Simchi-Levi, D., Kaminsky, P. and E. Simchi-Levi (2000), *Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies*, McGraw-Hill.
- Sirdeshmukh, D., Singh J. and B. Sabol (2002), Consumer trust, value, and loyalty in relational exchanges, *Journal of Marketing*, 66 (January), 15-37.
- Slack, N. and M. Lewis (2003), *Operations Strategy*, Prentice Hall: New York.
- Slater, S.F. and J.C. Narver (1994), Does Competitive Environment Moderate the Market Orientation-Performance Relationship? *Journal of Marketing*, 58 (1), 46-55.
- and — (1995), Market Orientation and the Learning Organization, *Journal of Marketing*, 59 (July), 63-74.
- Slotegraaf, R.J., Moorman, C. and J. Inman (2003), The Role of Firm Resources in Returns to Market Deployment, *Journal of Marketing Research*, 40 (August), 295-309.
- Sobel, M.E. (1982), Asymptotic Confidence Intervals for Indirect Effects in Structural Equation Models, In S. Leinhardt (Eds.), *Sociological Methodology*, 290-312, Washington, DC: American Sociological Association.
- Sobel, M.E. (1990), Effect Analysis and Causation in Linear Structural Equation Models, *Psychometrika*, 55, 495-515.
- Solomon, M. R., Surprenant, C. F., Czepiel, J.A. and E. Gutman (1985), A Role Theory Perspective on Dyadic Interactions: The Service Encounter, *Journal of Marketing*, 49, 99-111.
- Song, X.-Y. and S.-Y. Lee (2001), Bayesian estimation and test for factor continuous and polytomous data in several populations, *British Journal of Mathematical and Statistical Psychology*, 54, 237-263.
- and — (2002), A Bayesian Approach for Multigroup Nonlinear Factor Analysis, *Structural Equation Modeling*, 9 (4), 523-553.
- Soteriou, A. C. and R. B. Chase (1998), Linking the Customer Contact Model to Service Quality, *Journal of Operations Management*, 16 (4), 495-509.
- and — (2000), A Robust Optimization Approach for Improving Service Quality, *Manufacturing, Service Operations Management*, 2 (3), 264-286.
- and S.A. Zenios (1999), Operations, Quality, and Profitability in the Provision of Banking Services, *Management Science*, 45 (September), 1221-1238.
- Sousa, R. and C.A. Voss (2002), Quality Management Re-visited: A Reflective Review and Agenda for Future Research, *Journal of Operations Management*, 20, 91-109.

- Spiegelhalter, D.J., Best, N.G., Carlin, B.P. and A. van der Linde (2002), Bayesian Measures of Model Complexity and Fit, *Journal of the Royal Statistical Society, Series B*, 64 (4), 583-616.
- and A.F.M. Smith (1982), Bayes Factors for Linear and Log-linear Models with Vague Prior Information, *Journal of the Royal Statistical Society, Series B*, 44, 377-387.
- , Thomas, A., Best, N.G. and D. Lunn (2004), *WinBUGS Version 2.0 Users Manual*, MRC Biostatistics Unit, Cambridge.
- Spreitzer, G.M., Kizilos, M. and S. Nason (1997), A Dimensional Analysis of the Relationship between Psychological Empowerment and Effectiveness, Satisfaction, and Strain, *Journal of Management*, 23(5), 679-704.
- Sugden, R. (1985), *Regret, Recrimination and Rationality: Theory and Decision*, 19 (1), 77-99.
- Srinivasan, R., Lilien, G.L. and A. Rangaswamy (2002), Technological Opportunism and Radical Technology Adoption: An Application to E-Business, *Journal of Marketing*, 66 (Juli), 47-60.
- Srivastava, R., Fahey, L. and H.K. Christensen (2001), The Resource-based View and Marketing: The Role of Market-Based Assets in Gaining Competitive Advantage, *Journal of Management*, 27, 777-802.
- , Shervani, T.A. and L. Fahey (1998), Market-Based Assets and Shareholder Value: A Framework for Analysis, *Journal of Marketing*, 62 (1), 2-18.
- , — and — (1999), Marketing, Business Processes, and Shareholder Value: An Organizationally Embedded View of Marketing Activities and the Discipline of Marketing, *Journal of Marketing*, 63 (Special Issue), 168-179.
- Stern, H.S. and Y. Jeon (2004), Applying Structural Equation Models with Incomplete Data, in Gelman, A. and X-L. Meng (eds.), *Applied Bayesian Modeling and Causal Inference from Incomplete-Data Perspectives*, 331-342.
- Stern, L.W. and T. Reve (1980), Distribution Channels as Political Economies: A Framework for Comparative Analysis, *Journal of Marketing*, 44, 52-64.
- Stone, M. and R. J. Brooks (1990), Continuum Regression: Cross-Validated Sequentially Constructed Prediction Embracing Ordinary Least Squares, Partial Least Squares and Principal Components Regression, *Journal of the Royal Statistical Society B*, 52 (2), 237-269.
- Stone, C.A. and M.E. Sobel (1990), The Robustness of Estimates of Total Indirect Effects in Covariance Structure Models Estimated by Maximum Likelihood, *Psychometrika*, 55, 337-352.
- Stone-Romero, E.F., Stone, D.L. and D. Grewal (1997), Development of a Multidimensional Measure of Perceived Product Quality, *Journal of Quality Management*, 2, 87-111.

- Thomas, K. and W. Tymon (1994), Does Empowerment Always Work? Understanding the Role of Intrinsic Motivation and personal interpretation, *Journal of Management Systems*, 6(2), 1-13.
- Tracey, M. (1998), The Importance of Logistics Efficiency to Customer Service and Firm Performance, *International Journal of Logistics Management*, 9 (2), 65-81.
- Tracey, M. and C.L. Tan (2001), Empirical Analysis of Supplier Selection and Involvement, Customer Satisfaction and Firm Performance, *Supply Chain Management: An International Journal*, 6(4), 174-188.
- Treacy, M. and F. Wiersema (1993), Customer Intimacy and Other Value Discipline, *Harvard Business Review*, 71, 84-93.
- Tsiros, M. and V. Mittal (2000), Regret: A Model of its Antecedents and Consequences in Consumer Decision Making, *Journal of Consumer Research*, 26 (4), 401-415.
- Vargo, S.L. and R.F. Lusch (2004), Evolving to a New Dominant Logic for Marketing, *Journal of Marketing*, 68 (January), 1-17.
- Verhoef, P.C. (2003), Understanding the Effects of Customer Relationship Management Efforts on Customer Retention and Customer Share Development, *Journal of Marketing*, 67 (October) 30-45.
- Voss, G.B. and Z.G. Voss (2000), Strategic Orientation and Firm Performance in an Artistic Environment, *Journal of Marketing*, 64 (1), 67-83.
- Walster, E. and G.W. Walster (1975), Equity and Social Justice, *Journal of Social Issues*, 31, 21-43.
- Wang, D. and S.K. Ghosh, S. K. (2004), Bayesian Analysis of Random Coefficient AutoRegressive Models, *Institute of Statistics Mimeograph 2566*, North Carolina State University.
- Webster, F.E., Jr (1988), Rediscovering the Marketing Concept, *Business Horizons*, 31, 29-39.
- (1992), The Changing Role of Marketing in the Corporation, *Journal of Marketing*, 56 (4), 1-17.
- (1994), *Market-Driven Management: Using the New Marketing Concept to create a Customer-Oriented Company*, New York: John Wiley and Sons, Inc.
- Weiner, B. (2000), Attributional Thoughts about Consumer Behavior, *Journal of Consumer Research*, 27 (December), 382-386.
- Wernerfelt, B. (1984), A Resource-Based View of the Firm, *Strategic Management Journal*, 5 (2), 171-180.
- Westbrook, K.W. and R.M. Peterson (1998), Business-to-Business Selling Determinants of Quality, *Industrial Marketing Management*, 27, 51-62 .
- Williamson, O.E. (1985), *The Economic Institutions of Capitalism*, New York: The Free Press.

- Wind, J. and V. Mahajan (1997), Issues and opportunities in new product development: An introduction to the special issue, *Journal of Marketing Research*, 34 (February), 1-12.
- Wold, H. (1966), Estimation of Principal Components and Related Models by Iterative Least Squares, (P. R. Krishnaiah, eds.), 391-420, *Multivariate Analysis*, New York: Academic Press.
- (1973), Nonlinear Iterative Partial Least Squares (NIPALS) Modeling - Some Current Developments, in: P. R. Krishnaiah (Eds.), *Multivariate Analysis*, Academic Press, New York.
- (1982), Soft Modelling: The Basic Design and some Extensions, In K.G. Jöreskog and H. Wold (Eds.), *Systems Under Indirect Observation*, Part II. Amsterdam.
- Wold, S., Martens, H. and Wold, H. (1983), The Multivariate Calibration Problem in Chemistry solved by the PLS Method, Proc. Conf. Matrix Pencils, A. Ruhe and B. Kagström (eds.), *Lecture Notes in Mathematics*, 286-293, Springer Verlag, Heidelberg.
- Wold, S. and Sjöström, M. and L. Eriksson (2001), PLS-regression: A Basic Tool of Chemometrics, *Chemometrics and intelligent laboratory systems*, 58, 109-130.
- Wright, P. and W. Boswell (2002), Desegregating HRM: A Review and Synthesis of Micro and Macro Human Resource Management Research, *Journal of Management*, 28 (3), 247-276.
- Zeithaml, V.A. (2000), Service Quality, Profitability, and the Economic Worth of Customers: What we Know and What We Need to Learn, *Journal of the Academy of Marketing Science*, 28 (1), 67-85.
- , Berry, L.L. and A. Parasuraman (1996), The Behavioral Consequences of Service Quality, *Journal of Marketing*, 60 (April), 31-46.
- , and Zeithaml, V. A. (1984), Environmental Management: Revising the Marketing Perspective, *Journal of Marketing*, 45 (summer), 46-53.
- Zhu, L. and B.P. Carlin (2000), Comparing Hierarchical Models for Spatio-temporally Misaligned Data Using the Deviance Information Criterion, *Statistics in Medicine*, 19, 2265-2278.
- Zwart, P.S. and J.B.M. Postma (1998), Een Strategieontwikkelingsmodel voor Kleinere Bedrijven, *Maandblad voor Accountancy en Bedrijfseconomie*, 6, 306-316