1	When Does Market Share Matter? New Empirical Generalizations from a Meta-Analysis of the Market Share–Performance Relationship Alexander Edeling and Alexander Himme Abstract Full Text PDF (800 KB) Supplemental Material	
25	The Role of the Partner Brand's Social Media Power in Brand Alliances Ann-Kristin Kupfer, Nora Pähler vor der Holte, Raoul V. Kübler and Thorsten Hennig-Thurau Abstract Full Text PDF (301 KB) Supplemental Material	
45	Unpacking the Relationship Between Sales Control and Salesperson Performance: A Regulatory Fit Perspective Constantine S. Katsikeas, Seigyoung Auh, Stavroula Spyropoulou and Bulent Menguc Abstract Full Text PDF (664 KB) Supplemental Material	
70	When Celebrities Count: Power Distance Beliefs and Celebrity Endorsements Karen Page Winterich, Manish Gangwar and Rajdeep Grewal Abstract Full Text PDF (755 KB) Supplemental Material	
87	Political Management, Research and Development, and Advertising Capital in the Pharmaceutical Industry: A Good Prognosis? Kelly D. Martin, Brett W. Josephson, Gautham G. Vadakkepatt and Jean L. Johnson Abstract Full Text PDF (736 KB) Supplemental Material	
108	(When) Does Third-Party Recognition for Design Excellence Affect Financial Performance in Business-to-Business Markets? D. Eric Boyd and P.K. Kannan Abstract Full Text PDF (240 KB) Supplemental Material	
124	A Study of Bidding Behavior in Voluntary-Pay Philanthropic Auctions Ernan Haruvy and Peter T.L. Popkowski Leszczyc Abstract Full Text PDF (266 KB) Supplemental Material	
142	An Empirical Analysis of the Joint Effects of Shoppers' Goals and Attribute Display on Shoppers' Evaluations Abhijit Guha, Abhijit Biswas, Dhruv Grewal, Sandeep Bhowmick and Jens Nordfält Abstract Full Text PDF (488 KB)	