

INTERNATIONAL PUBLICATIONS

Refereed International Publications

- Homburg, Christian, Ove Jensen, and Alexander Hahn (2012), "How to Organize Pricing? Vertical Delegation and Horizontal Dispersion of Pricing Authority," *Journal of Marketing*, 76 (5), 49-69.
- Mantrala, Murali K., Sönke Albers, Fabio Caldieraro, Ove Jensen, Kissan Joseph, Manfred Krafft, Chakravarthi Narasimhan, Srinath Gopalakrishna, Andris Zoltners, Rajiv Lal, and Leonard Lodish (2010), "Sales Force Modeling: State of the Field and Research Agenda," *Marketing Letters*, 21 (3), 255-272.
- Homburg, Christian, Ove Jensen, and Harley Krohmer (2008), "Configurations of Marketing and Sales: A Taxonomy," *Journal of Marketing*, 72 (2), 133-154.
- Homburg, Christian and Ove Jensen (2007), "The Thought Worlds of Marketing and Sales: Which Differences Make a Difference?" *Journal of Marketing*, 71 (3), 124-142.
- Workman, John P., Jr., Christian Homburg, and Ove Jensen (2003), "Intraorganizational Determinants of Key Account Management Effectiveness," *Journal of the Academy of Marketing Science*, 31 (1), 3-21. Emerald Citation of Excellence Award as one of the Top 50 (total of 20.000) "Management Articles of 2003".
- Homburg, Christian, John P. Workman Jr., and Ove Jensen (2002), "A Configurational Perspective on Key Account Management," *Journal of Marketing*, 66 (2), 38-60.
- Homburg, Christian, John P. Workman Jr., and Ove Jensen (2000), "Fundamental Changes in Marketing Organization: The Movement Toward a Customer-Focused Organizational Structure," *Journal of the Academy of Marketing Science*, 28 (4), 459-478. Award for "Best Article of 2000" by Sheth Foundation.

Abstracts in Refereed International Conference Proceedings

- Jensen, Ove and Sven Müller (2009), "A Conceptual Integration of Sales Force Control and Sales Force Leadership Concepts: Bridging Three Chasms," *American Marketing Association Winter Educators' Conference Proceedings*, Tampa.
- Weissbrich, Dirk, Harley Krohmer, and Ove Jensen (2009), "The Marketing-Sales-Finance Triangle," *American Marketing Association Winter Educators' Conference Proceedings*, Tampa.
- Jensen, Ove and Christian Homburg (2008), "The Horizontal and Vertical Structure of Price Authority: Marketing's Important Role as a 'Price Guardian'," *American Marketing Association Summer Educators' Conference Proceedings*, San Diego.
- Homburg, Christian and Ove Jensen (2006), "The Symbiosis of Marketing and Sales: A Taxonomy," *American Marketing Association Summer Educators' Conference Proceedings*, Chicago, Vol. 17, 328-329. Award for Best Paper in the Marketing Strategy Track.
- Jensen, Ove and Katrin Hüper (2006), "The Quality of Qualitative Studies: Comparing Fundamental Research Perspectives in Consumer Research, Marketing Management Research, and Organizational Research," *American Marketing Association Summer Educators' Conference Proceedings*, Chicago, Vol. 17, 201-203.
- Jensen, Ove (2006), "The Symbiosis of Marketing and Sales: A Taxonomy," *European Marketing Academy Conference Proceedings*, Athens.
- Homburg, Christian and Ove Jensen (2005), "Coordinating Marketing and Sales: Exploration of a Neglected Interface," *American Marketing Association Winter Educators' Conference Proceedings*, San Antonio, Vol. 16, 179-180.

Jensen, Ove (2005), "Coordinating Marketing and Sales: Exploration of a Neglected Interface," *European Marketing Academy Conference Proceedings*, Milan.

Workman, John P., Jr., Christian Homburg, and Ove Jensen (2001), "Intraorganizational Determinants of Key Account Management Effectiveness," *American Marketing Association Winter Educators' Conference Proceedings*, Birmingham.

Homburg, Christian, John P. Workman Jr., and Ove Jensen (1999), "Fundamental Changes in Marketing Organization: The Movement toward Customer-Focused Organizations," *American Marketing Association Winter Educators' Conference Proceedings*, Saint Petersburg, Vol. 10, 171.

International Academic Working Papers

Homburg, Christian and Ove Jensen (2007), "The Thought Worlds of Marketing and Sales: Which Differences Make a Difference?" Working Paper W102, Institute for Market-Oriented Management (IMU), University of Mannheim.

Homburg, Christian, John P. Workman Jr., and Ove Jensen (2002), "A Configurational Perspective on Key Account Management," Working Paper W53, Institute for Market-Oriented Management (IMU), University of Mannheim.

Homburg, Christian, John P. Workman Jr., and Ove Jensen (1998), "Fundamental Changes in Marketing Organization," Working Paper W21, Institute for Market-Oriented Management (IMU), University of Mannheim.

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Weber, Verena and Ove Jensen (2007), "RFID Implementation in Germany: Challenges and Benefits," 6/FINAL, Paris: OECD.

International Book Chapters

Homburg, Christian, John P. Workman, Jr., and Ove Jensen (2010), "Fundamental Changes in Marketing Organization: The Movement toward a Customer-Focused Organizational Structure, in *Brand Management*, Francesca Dall'Olmo Riley, ed. London: SAGE Publications Ltd, 45-83.

GERMAN PUBLICATIONS

Refereed German Publications

Schudey, Alexander Paul, Ove Jensen, and Nils D. Kraiczy (2016), "Made in? – Eine Metaanalyse multidimensionaler Country-of-Origin Effekte", *Zeitschrift für betriebswirtschaftliche Forschung zfbf*, 68 (1), 47-74.

Schudey, Alexander Paul, Ove Jensen, and Nils D. Kraiczy (2013), "Expatriates-Training = Expatriates-Einsatzerfolg? Eine Metaanalyse," *Zeitschrift für betriebswirtschaftliche Forschung zfbf*, 65 (7), 518-552.

Schudey, Alexander Paul, Ove Jensen, and Steffen Sachs (2012), "20 Jahre Rückanpassungsforschung – eine Metaanalyse [20 Years of Research on Repatriate Adjustment – a Meta-analysis]," *Zeitschrift für Personalforschung*, 26 (1), 48-73.

Homburg, Christian, Ove Jensen, and Markus Richter (2006), "Die Kaufverhaltensrelevanz von Marken im Industriegüterbereich [The Relevance of Brands for Industrial Buying Behavior]," *Die Unternehmung*, 60 (4), 281-296.

Homburg, Christian and Ove Jensen (2000), “Kundenorientierte Vergütungssysteme: Voraussetzungen, Verbreitung, Determinanten [Customer-Oriented Incentive Systems: Requirements, Relevance, Determinants],” *Zeitschrift für Betriebswirtschaft*, 70 (1), 55-74.

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Brettel, Malte, Ove Jensen, and Kai Sautter (1997), “Das Dozentenbewertungssystem der WHU Koblenz als Informationssystem [The Teaching Evaluation System of WHU as An Information System],” *Wirtschaftsinformatik*, 39 (6), 634-638.

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Jensen, Ove (2004), “*Key-Account-Management: Gestaltung, Determinanten, Erfolgsauswirkungen [Key Account Management: Design, Antecedents, Outcomes]*”, 2nd ed., Deutscher Universitäts-Verlag, Wiesbaden (1st ed. 2001); dissertation thesis (2001), University of Mannheim.

German Editorial Contributions

Götz, Oliver, Ove Jensen, and Manfred Krafft (2011, eds.), “Kundenmanagement [Customer Management]”, *Zeitschrift für Betriebswirtschaft Special Issue 2/2011*.

Weber, Jürgen and Ove Jensen (2009, eds.), “Vertriebscontrolling [Sales Controlling]”, *Zeitschrift für Controlling & Management ZfCM Special Issue 2/2009*.

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Jensen, Ove (2011), “Strategische Aspekte des Pricings im Vertrieb [Strategic Pricing Issues in Sales],” in *Handbuch Vertriebsmanagement [Sales Management]*, Christian Homburg and Jan Wieseke, eds. Wiesbaden: Gabler-Verlag, 123-140.

Homburg, Christian, Ove Jensen, and Markus Richter (2008), “Sind Marken im Industriegüterbereich relevant? [Are Brands Relevant in an Industrial Context?],” in *Erfolgsfaktoren der Markenführung [Success Factors of Brand Management]*, Hans H. Bauer, Frank Huber, and Carmen-Maria Albrecht, eds. Munich: Verlag Franz Vahlen, 399-413.

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- Jensen, Ove (2013), “Implementation des Kundenbindungsmanagements bei Key Accounts [Implementation of KAM with Key Accounts],” in *Handbuch Kundenbindungsmanagement [Customer Retention Management]*, 8th ed. 2013, Manfred Bruhn and Christian Homburg, eds. Wiesbaden: Gabler-Verlag, 617-642.
- Jensen, Ove (2005, 2008, 2010), “Key-Account-Management als Implementationsform des Kundenbindungsmanagements [Key Account Management As An Instrument of Customer Retention Management],” in *Handbuch Kundenbindungsmanagement [Customer Retention Management]*, 7th ed. 2010 (5th ed. 2005, 6th ed. 2008.), Manfred Bruhn and Christian Homburg, eds. Wiesbaden: Gabler-Verlag, 571-597.
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- Jensen, Ove, and Gabi Böttcher (2015), "Ja, wo laufen Sie denn?", *Sales Management Review*, 1 2015, 3.
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Managerial German Working Papers

- Jensen, Ove and Benjamin Wellstein (2005), "Organisation des Produktmanagements: State-of-Practice und Trends [Organizing Product Management: State-of-Practice and Trends in Several Industries]," Managerial Working Paper M102, Institute for Market-Oriented Management (IMU), University of Mannheim.
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