

PUBLICATIONS

Journal Articles

Atuahene-Gima, K. and Janet Murray 2007 "Exploratory and Exploitative Learning in New Product Development: A Social Capital Perspective in New Technology Ventures in China", *Journal of International Marketing* – 15 (2), 1-29

Luigi De Luca and Atuahene-Gima, K. 2007, "Market Knowledge Dimensions and Cross-functional Collaboration: Examining the Different Routes to Product Innovation Performance", *Journal of Marketing* 71(January), 95-112

Atuahene-Gima, Kwaku, Haiyang Li and Luigi Deluca 2006 "The Contingent Value of Marketing Strategy Innovativeness for Product Development Performance in Chinese New Technology Ventures", *Industrial Marketing Management*, 35 (February), 359-372.

Atuahene-Gima, K. and Haiyang Li 2006 "The Effects of Formal Controls on Supervisee Trust in the Manager on New Product Selling: Evidence from Young and Inexperienced Salespeople in China", *Journal of Product Innovation Management* 23 (July), 342-358

Atuahene-Gima, K. 2005 "Resolving the Capability–Rigidity Paradox in New Product Innovation" *Journal of Marketing*, 69 (October), 61-83.

** This article won the American Marketing Association, TECHSIG Best Paper Award 2006 - This award recognizes contributions made by a paper during the previous year on substantive issues related to technology and innovation.

**** Comments by Chairperson of the Blue Ribbon Selection Panel:**

"I was privileged to serve on the selection committee, and as I re-read your paper, I was again impressed with the compelling and sophisticated rationale offered (how to ensure that capabilities do not become rigidities in the innovation process based on market orientation and moderated by interfunctional coordination), the high level of care taken in data collection (use of two respondents in each organization, with a follow-up taken 14 months later) and in the mediation and moderation tests. Finally, the thoughtfulness with which the summary of results (pp.77-78) is presented does a masterful job of addressing the important contributions of this research. You are most deserving of this honor."

Professor Jakki Mohr, Jeff and Martha Hamilton Distinguished Faculty Fellow, Prof of Marketing, University of Montana

** A summary of this article was featured in the American Marketing Association 'Marketing Thought Leaders Newsletter' April 2006, Vol. 3, (4). as an example of "the cutting-edge issues and concepts in marketing today--and tomorrow."

** This article was also summarized as a *Spotlight Article* in the *Journal of Product Innovation Management*, 23: May 2006 pp. 289-291.

Atuahene-Gima, K., S. Slater and E. Olson 2005. "The Contingent Value of Responsive and Proactive Market Orientation on New Product Program Performance", *Journal of Product Innovation Management* 22 (6), 464-482

*** This article was a finalist in the *Journal of Product Innovation Management*, 2005 Tom Hustad Best Paper Award

Atuahene-Gima, K. and Janet Murray. 2004. Antecedents and Outcomes of Marketing Strategy Comprehensiveness" *Journal of Marketing*, 68 (October), 33-46.

Atuahene-Gima, K. and Haiyang Li. 2004. Strategic Decision Comprehensiveness and New Product Outcomes in New Technology Ventures *Academy of Management Journal*, 47 (4), 583-597.

Atuahene-Gima, K. 2003. Effects of Centrifugal and Centripetal Forces on Product Development Speed and Quality: How Does Problem Solving Matter? *Academy of Management Journal*, 46 (3), 359 - 373.

Atuahene-Gima, K. and Haiyang Li, 2002. "When Does Trust Matter? An Empirical Analysis of the Antecedent and Contingent Effects of Supervisee Trust on Sales Performance in Selling New Products in China and the United States", *Journal of Marketing* 66 (July), 61-81.

Haiyang Li and Atuahene-Gima, K. 2002. The Adoption of Agency Business Activity, Product Innovation, and Performance in Chinese Technology Ventures, *Strategic Management Journal* 23 (June), 469-490. [Lead article]

Haiyang Li and Atuahene-Gima, K. 2001. "Product Innovation Strategy and Performance of New High Technology Ventures in China", *Academy of Management Journal* 44 (December), 1123-1134.

Atuahene-Gima, K. and Anthony Ko. 2001. An Empirical Investigation of the Effect of Market Orientation and Entrepreneurial Orientation Alignment on Product Innovation. *Organization Science* 12 (1), 54-74.

Haiyang Li and Atuahene-Gima, K. 2001. The Impact of Interaction between R&D and Marketing on New Product Performance: An Empirical Analysis of Chinese High Technology Firms. *International Journal of Technology Management* 21 (1/2), 61-75.

Atuahene-Gima, K. and F. Evangelista. 2000. Cross-functional Influence in New Product Development: An Exploratory Study of Marketing and R&D Perspectives. *Management Science* 46 (October), 1269-1284. [Lead article]

Atuahene-Gima, K. and Haiyang Li. 2000. Marketing's Influence Tactics in New Product Development: A Study of High Technology Firms in China. *Journal of Product Innovation Management* 17 (Nov), 451-470.

Erik Hultink and Atuahene-Gima, K. 2000. "The Effect of Sales Force Adoption on New Product Selling Performance" *Journal of Product Innovation Management* 17 (November), 435-450

Gupta, Ashok, David Wilemon and Atuahene-Gima, K. 2000. "Enhancing R&D Effectiveness," *Research • Technology Management* 43 (3): 52-58.

Li, Haiyang and Atuahene-Gima, K. 1999. Marketing's Influence and New Product Performance in Chinese Firms. *Journal of International Marketing* 7 (1): 34-56

Atuahene-Gima, K. and Kamel Micheal 1998. A Contingency Analysis of the Impact of Salesperson's Effort on Satisfaction and Performance in Selling New Products. *European Journal of Marketing*, 32 (9/10), 904-921.

Atuahene-Gima, K. 1997. Adoption of New Products by the Sales Force: The Construct, Research Propositions and Managerial Implications. *Journal of Product Innovation Management*, 14 (6), 498-514. This article has received ANBAR Citation of Excellence for Highest Quality Rating

Atuahene-Gima, K. 1996. Market Orientation and Innovation. *Journal of Business Research*, 35 (2), 93-103. (This article is abstracted in the *Journal of Product Innovation Management*, 13, (September 1996), 456-457) [Lead article]

Atuahene-Gima, K. 1996. The Influence of Innovation Orientation in Human Resource Management on New Product Development: The Moderating Role of Innovation Type. *Journal of Market-Focused Management* 1, 87-107.

Atuahene-Gima, K. 1996. Differential Potency of Factors Affecting New Product Performance in Services and Manufacturing Firms in Australia. *Journal of Product Innovation Management*, 13: 35-52.

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Atuahene-Gima, K. 1993. Determinants of Inward Technology Licensing Intentions: An Empirical Analysis of Australian Engineering Firms. *Journal of Product Innovation Management*, 10, 3, 230-240.

Atuahene-Gima, K. 1993. International Technology Licensing: An Empirical Study of Differences between Licensee and Non-licensee Firms, *Journal of International Marketing*, 1, (Spring), 71-88

Atuahene-Gima, K. 1993. The Relative Importance of Firm and Managerial Influences on International Technology Licensing Behavior, *International Marketing Review*, 10, 2, 4-21

Atuahene-Gima, K. 1993. Buying Technology for Product Development in Smaller Firms" *Industrial Marketing Management*, 22, (August), 222-232.

Atuahene-Gima, K. 1993. An Exploration of Factors Affecting Inward Technology Licensing Performance. *Journal of Global Marketing*, 7, 1, 25-46.

Atuahene-Gima, K. and Paul Patterson. 1993. Managerial Perceptions of Costs and Benefits of Technology Licensing as an Alternative to Internal R & D. *R & D Management*, 22. 327-36.

Atuahene-Gima, K. and Paul Patterson. 1992. The Impact of Managerial Attitudes on Technology Licensing Performance. *European Journal of Marketing*, 26, 3, 52-63.

Atuahene-Gima, K. 1992. Inward Technology Licensing as an Alternative to Internal R & D in New Product Development: A Conceptual Framework. *Journal of Product Innovation Management*, 9 (June) 156-167.

Book Chapters

Stanley F. Slater and Atuahene-Gima, K. 2004. Conducting Survey Research in Strategic Management. In *Research Methodology in Strategic Management*, eds. D. Ketchen and D. Bergh, JAI Press/Elsevier, Volume 1, p. 227-250.

Haiyang Li and Atuahene-Gima, K. The Adoption of Agency Business Activity, Product Innovation, and Performance in Chinese Technology Ventures, in *Business Networks and Strategic Alliances in China*. Eds. Stewart Clegg, Karen Wang and Mike Berrell: pp. 99-132. Edward Elgar, Cheltenham. 2007.