

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

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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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- Jensen, Ove and Stephan Mertesdorf (2006), "Einführung in die Meta-Analyse [Introduction to Meta-Analysis]," *Wirtschaftswissenschaftliches Studium*, 35 (12), 657-663.
- Homburg, Christian and Ove Jensen (2004), "Kundenbindung im Industriegütergeschäft [Customer Retention in Industrial Markets]," Working Paper W77, Institute for Market-Oriented Management, University of Mannheim.
- 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.

German Books

- 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*.

German Book Chapters

- Jensen Ove, Marco Wunderlich, Cpt. Jens J. Olthoff, and Martin Hinsch (2014), "Interview mit Prof. Dr. Ove Jensen", in *Kann Ihr Vertriebs-Team einen Airbus A320 auf dem Hudson landen?*, Marco Wunderlich, Cpt. Jens J. Olthoff, and Martin Hinsch, eds. Bad Soden: Uhlenbruch Verlag, 188-190.
- Jensen, Ove and Ralf Meyer (2011), "Mit Produktbegleitenden Dienstleistungen Geld verdienen? [Making Money on Value-Added Services?]" in *Produktbegleitende Dienstleistungen – Erfolgchance auf globalisierten Märkten*, ZIRP-Publication Vol. 7, Zukunftsinitiative Rheinland-Pfalz ZIRP, Klaus Zink and Joe Weingarten, eds. Idar-Oberstein: Hilden, 38-44.
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- Jensen, Ove (2008), "Clusteranalyse [Cluster Analysis]," in *Handbuch Marktforschung [Market Research]*, 3rd ed., Andreas Herrmann, Christian Homburg, and Martin Klarmann, eds. Wiesbaden: Gabler-Verlag, 335-372.
- Homburg, Christian and Ove Jensen (2007), "Internationale Marktorientierte Unternehmensführung [International Market-Oriented Management]," in *Marktorientierte Führung im wirtschaftlichen und gesellschaftlichen Wandel [Market-Oriented Management Within the Context of Economic and Social Change]*, Manfred Bruhn, Manfred Kirchgeorg, and Johannes Meier, eds. Wiesbaden: Gabler-Verlag, 63-82.

- Homburg, Christian and Ove Jensen (2007, 2009), “Qualitative Untersuchung von Organisationsstrukturen [Qualitative Analysis of Organizational Structure],” in *Qualitative Marktforschung: Konzepte, Methoden, Analysen [Qualitative Market Research: Concepts, Methods, Analyses]*, 2nd ed. 2009 (1st ed. 2007), Renate Buber and Hartmut Holzmüller, eds. Wiesbaden: Gabler-Verlag, 1063-1080.
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- Homburg, Christian and Ove Jensen (2005), “Internationale Marktbearbeitung und internationale Unternehmensführung: 12 Thesen [International Marketing and International Market-Oriented Management: 12 Propositions],” in *Unternehmenserfolg im internationalen Wettbewerb [Successful Business in International Competition]*, Werner Brandt and Arnold Picot, eds. Stuttgart: Schäffer-Poeschel, 33-66.
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- Schmidt, Andreas, and Ove Jensen (2014), “Synergie durch horizontale Vertriebspartnerschaft”, *Sales Management Review*, 5 2014, 8-14.
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- Jensen, Ove and Alfred Pfaff (2013), "Manifest der Vertriebssteuerung: das "Just-do-it"-Prinzip", *Sales Management Review*, 7/8 2013, 6-15.
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- Homburg, Christian, Ove Jensen, and Björn Schuppar (2005), “Preismanagement im B2B-Bereich: Was Pricing-Profis anders machen [Price Management in a B2B-Context: What Pricing Professionals Do Differently],” Managerial Working Paper M97, Institute for Market-Oriented Management (IMU), University of Mannheim.
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