PUBLICATIONS

Journal Articles


** 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.

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


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


**Book Chapters**
