

Books

Rayport, Jeffrey and **Bernard J. Jaworski** (2005), Best Face Forward, Harvard Business School Press, Boston, Massachusetts.

Mohammed, Rafi, Robert Fisher, **Bernard J. Jaworski** and Gordon Paddison (2004), Internet Marketing, 2nd Edition, McGraw-Hill/Irwin/MarketSpaceU, Burr-Ridge, Illinois.

Rayport, Jeffrey and **Bernard J. Jaworski** (2004), Introduction to e-Commerce, 2nd Edition, McGraw-Hill/Irwin/MarketSpaceU. Burr-Ridge, Illinois.

Rayport, Jeffrey and **Bernard J. Jaworski** (2001), Cases in e-Commerce, McGraw-Hill/Irwin/MarketSpaceU, Burr-Ridge, Illinois.

Rayport, Jeffrey and **Bernard J. Jaworski** (2000), e-Commerce, McGraw-Hill/Irwin/MarketSpaceU. Burr-Ridge, Illinois.

Articles

Fox, Keith, Kathy Jocz, and **Bernard J. Jaworski** (2003) "A Common Language," Marketing Management, (May/June), 14-17.

Jaworski, Bernard J., Deborah J. MacInnis, and Ajay K. Kohli (2002), "Generating Competitive Intelligence in Organizations," Journal of Market-Focused Management, 5 (December), 279-307.

Jaworski, Bernard J., and Katherine Jocz (2002), "Rediscovering the Customer," Marketing Management (September/October), 22-27.

Jaworski, Bernard, Ajay Kohli, and Arvind Sahay (2000), "Market-Driven Versus Driving Markets," Journal of the Academy of Marketing Science, 28 (Winter), 45-54.

Menon, Ajay, **Bernard Jaworski**, and Ajay Kohli (1997), "Factors Affecting Interdepartmental Interactions and Their Implications for Product Quality," Journal of the Academy of Marketing Science, 25 (Summer), 187-200.

Fisher, Robert, Elliot Maltz, and **Bernard Jaworski** (1997), "Enhancing Communication Between Marketing and Engineering: The Moderating Role of Relative Functional Identification," Journal of Marketing, 61 (July), 54-70.

Jaworski, Bernard J. and Ajay K. Kohli (1996), "Market Orientation: Review, Refinement, and Roadmap," Journal of Market Focused Management, 1, 119-135.

Selnes, Fred, **Bernard J. Jaworski**, and Ajay Kohli (1996), "Market Orientation in United States and Scandinavian Companies: A Cross-Cultural Study," Scandinavian Journal of Management, 12 (2), 139-57.

Kohli, Ajay and Bernard J. Jaworski (1994), "The Influence of Coworker Feedback on Salespeople," Journal of Marketing, 58 (October), 82-94.

Frazier, Gary, **Bernard Jaworski**, Ajay Kohli, and Barton Weitz (1994), "Relationships Between Buyers and Sellers and Their Impact on Decision-Making," Marketing Letters, 5 (July), 259-70.

Kohli, Ajay, **Bernard Jaworski**, and Ajith Kumar (1993), "MARKOR: A Measure of Market Orientation," Journal of Marketing Research, 30 (November), 467-78.

Jaworski, Bernard J. and Ajay K. Kohli (1993), "Market Orientation: Antecedents and Consequences," Journal of Marketing, 57 (July), 53-70.

Jaworski, Bernard J., Vlasis Stathakopoulos, Shanker Krishnan (1993), "Control Combinations in Marketing: Conceptual Framework and Empirical Evidence," Journal of Marketing, 57 (January), 57-69.

Jaworski, Bernard J. and S. Mark Young (1992), "Dysfunctional Behavior and Management Control: An Empirical Study of Marketing Managers," Accounting, Organizations, and Society, 19 (January), 17-26.

Lusch, Robert F. and **Bernard J. Jaworski** (1991), "Management Controls, Role Stress, and Retail Store Performance," Journal of Retailing, 67 (Winter), 397-419.

MacInnis, Deborah J., Christine Moorman, and **Bernard J. Jaworski** (1991), "Enhancing and Measuring Consumers' Ability, Motivation, and Opportunity to Process Brand Information from Ads," Journal of Marketing, 55 (October), 32-53.

Jaworski, Bernard J. and Kohli, Ajay K. (1991), "Supervisory Feedback: Alternative Types and Their Impact on Salespeople's Performance and Satisfaction," Journal of Marketing Research, 28 (May), 190-201.

- * Kohli, Ajay K. and **Bernard J. Jaworski** (1990), "Market Orientation: The Construct, Research Propositions, and Managerial Implications," Journal of Marketing, 54 (April), 1-18. Reprinted in Enis, Ben, Keith Cox and Michael Mokwa (1995), Marketing Classics, Englewood Cliffs, NJ: Prentice Hall.

- * MacInnis, Deborah J. and **Bernard J. Jaworski** (1990), "Two-Routes to Persuasion Theory in Advertising: Review, Critique, and Research Directions," Review of Marketing, Valarie A. Zeithaml ed., Chicago, IL: American Marketing Association, 3-42.

Jaworski, Bernard J. and Deborah J. MacInnis (1989), "Marketing Jobs and Management Controls: Toward a Framework," Journal of Marketing Research, 26 (November), 406-419.

- * MacInnis, Deborah J. and **Bernard J. Jaworski** (1989), "Toward an Integrated Framework of Information Processing from Advertisements," Journal of Marketing, 53 (October), 1-23.

Jaworski, Bernard J. (1988), "Towards a Theory of Marketing Control: Environmental Context, Control Types and Consequences," Journal of Marketing, 52 (July), 23-39. (Article inaugurated new journal feature - concurrent publication of an article and "extending" comment)

- * Park, C. Whan, **Bernard J. Jaworski** and Deborah J. MacInnis (1986), "Strategic Brand Concept-Image Management," Journal of Marketing, 50 (October), 135-145.

* Indicates lead article

Edited Volumes

Varadarajan, Rajan and Bernard J. Jaworski (1993), Marketing Theory and Applications, eds., Chicago, IL: American Marketing Association.

Book Chapters

Jaworski, Bernard J. and Deborah J. MacInnis (1991), "On Being an Informant on the Odyssey," Highways and Buyways: Naturalistic Research from the Consumer Behavior Odyssey, Russell Belk ed., Provo, UT: Association for Consumer Research.

Jaworski, Bernard J., Deborah J. MacInnis and William J. Sauer (1984), "Influence, Participation and Investment in Family Decision Making," in Marketing to the Changing Household: Management and Research Perspectives, Mary Lou Roberts and Lawrence H. Wortzel, eds., Cambridge, Massachusetts: Ballinger Publishing Co, 265-277

Elder, Glen H. Jr., Jeffrey K. Liker and **Bernard J. Jaworski** (1984), "Hardship in Lives: Depression Influences from the 1930's to Old Age in Postwar America," in Life Span Developmental Psychology: Historical and Generational Effects, K. A. McCluskey and H. W. Reese, eds., New York, New York: Academic Press, 161-201.

Marketing Science Institute Paper Series

Kohli, Ajay K. and **Bernard J. Jaworski** (1992), "Market Orientation: Antecedents and Consequences," Working Paper Series

Kohli, Ajay K. and **Bernard J. Jaworski** (1990), "Market Orientation: A Propositional Inventory and a Framework for Research," Working Paper Series

MacInnis, Deborah J. and **Bernard J. Jaworski** (1990), "An Integrated Theory of Information Processing from Advertisements," Working Paper Series.

MacInnis, Deborah J. and **Bernard J. Jaworski** (1990), "The Managerial Relevance of Information Processing Theories to Advertising Managers," Working Paper Series.

Refereed Conference Proceedings

Jaworski, Bernard J. and Deborah J. MacInnis (1987), "On the Meaning of Data: Historical and Contemporary Perspectives," in Marketing Theory, Russell Belk and Gerald Zaltman eds., Chicago: IL; American Marketing Association.

Bhargava, Mukesh, Bernard Jaworski, Ajay Kohli and Sridhar Ramaswami (1987) "Sources of Synergy," in Marketing Theory, Russell Belk and Gerald Zaltman eds., Chicago: IL; American Marketing Association.

Jaworski, Bernard J. and William J. Sauer (1985), "Cohort Variation," in Advances in Consumer Research, Vol. XII, Elizabeth C. Hirschman and Morris Holbrook, eds., Ann Arbor, Michigan: Association for Consumer Research, 32-36.

MacInnis, Deborah J. and Bernard J. Jaworski (1984), "Revitalizing Dormant Ideas," in Scientific Method in Marketing, Paul F. Anderson and Michael J. Ryan, eds., Chicago, Illinois: American Marketing Association, 44-47.

Unpublished Presentations

Jaworski, Bernard J. (2000), "On-line and Off-line Integration," Services Marketing Conference, Arizona State University, Keynote Speaker, February 2000.

Jaworski, Bernard J. (2000), "On-line and Off-line Integration of Strategy," ISBM Conference, January 2000.

Jaworski, Bernard J. (2000), "The Impact of E-Commerce on Marketing", AMA Winter Conference, San Antonio, TX, January 2000.

Jaworski, Bernard J. and John Paster (1995), "Salesforce Compensation Plans," American Marketing Association Winter Educator's Conference.

Jaworski, Bernard J. (1994), "Marketing Organization," American Marketing Association Summer Conference.

MacInnis, Deborah J., Ambar Rao, and Bernard Jaworski (1994), "Advertising Effectiveness and Brand Sales," Marketing Science Conference.

Ajay Kohli and Bernard Jaworski (1994), "Measuring Marketing Orientation: Issues and Problems," American Marketing Association Winter Conference.

Jaworski, Bernard J. (1993), "Measuring Market Orientation," Marketing Science Institute, Trustees Meeting, April.

Kohli, Ajay and Bernard J. Jaworski (1993), "Measuring Market Orientation," American Marketing Association Winter Educators' Conference, Newport Beach, CA.

Menon, Ajay and Bernard J. Jaworski (1992), "Implementing Marketing Strategy," American Marketing Association Summer Educators' Conference, Chicago, IL.

MacInnis, Deborah J, Ajay K. Kohli, and Bernard Jaworski (1992), "Nobody is Pounding on My Door: Factors Predicting the Use of Market Intelligence, American Marketing Association Winter Educators' Conference, San Antonio, TX.

Kohli, Ajay K., Bernard J. Jaworski, and Fred Selnes (1991), "Market Orientation: Causes and Consequences," Marketing Science Institute Market-Focus Conference, Cambridge, MA. Presentation also made March 1992 in San Francisco.

Jaworski, Bernard J. (1990), "Marketing Control: Current Focus and Research Agenda," American Marketing Association Winter Educators' Conference, Scottsdale, AZ.

Kohli, Ajay K. and Bernard J. Jaworski (1990), "Types of Supervisory Feedback and Their Effects on Satisfaction, Role Clarity, and Performance," American Marketing Association Winter Educators' Conference, Scottsdale, AZ.

Jaworski, Bernard J. and Vlasis Stathakopoulos (1989), "Nonuse, Misuse, and Abuse of Marketing Information," American Marketing Association Winter Educators'

Best Face Forward: Bernard J. Jaworski Publication List

6

Conference, St. Petersburg, Florida.

Zaltman, Gerald and Bernard J. Jaworski (1983), "Theories-in-Use: Mapping Action Models," American Marketing Association Winter Educators' Conference, Sarasota, Florida.

Elder, Glen H. Jr., Jeffrey K. Liker and Bernard J. Jaworski (1982), "Economic Pressures and Health: A Test of the Vulnerability Hypothesis in the 1930's," Eastern Sociological Association Meetings, Philadelphia, Pennsylvania.

Elder, Glen H. Jr., Deborah J. MacInnis and Bernard J. Jaworski (1981), "Military Experience in Life Course Development," Society for Research in Child Development, Boston, Massachusetts.