

## Sage Journals

### We value your privacy

We and our [partners](#) store and/or access information on a device, such as cookies and process personal data, such as unique identifiers and standard information sent by a device for personalised advertising and content, advertising and content measurement, audience research and services development. With your permission we and our partners may use precise geolocation data and identification through device scanning. You may click to consent to our and our 1463 partners' processing as described above. Alternatively you may click to refuse to consent or access more detailed information and change your preferences before consenting. Please note that some processing of your personal data may not require your consent, but you have a right to object to such processing. Your preferences will apply to this website only. You can change your preferences or withdraw your consent at any time by returning to this site and clicking the "Privacy" button at the bottom of the webpage.

ACCEPT ALL

MORE OPTIONS

DECLINE ALL



---

Atkinson John W., and Raynor Joel O. (1978), *Personality, Motivation, and Achievement*, Washington, DC: Hemisphere.

[Google Scholar](#)

---

Bagozzi Richard P. (1978), "Exchange and Decision Processes in the Buying Center," in *Organizational Buying Behavior*, Bonoma Thomas V., and Zaltman Gerald, eds., Chicago: American Marketing, 100–125.

[Google Scholar](#)

---

Barnard Chester I. (1938), *The Functions of the Executive*, London: Oxford University Press.

[Google Scholar](#)

---

Bonoma Thomas V. (1982), "Major Sales: Who Really Does the Buying?," *Harvard Business Review*, 60 (May-June), 111–119.

[Google Scholar](#)

---

Bonoma Thomas V., Bagozzi Richard, and Zaltman Gerald (1978), "The Dyadic Paradigm with Specific Application Toward Industrial Marketing," in *Organizational Buying Behavior*, Bonoma Thomas V., and Zaltman Gerald, eds., Chicago: American Marketing, 49–66.

[Google Scholar](#)

---

Campbell John P., and Pritchard Robert D. (1976), "Motivation Theory in Industrial and Organizational Psychology," in *Handbook of Industrial and Organizational Psychology*, Marvin D. Dunnette, ed., Chicago: Rand McNally, 63–130.

[Google Scholar](#)

---

Caplow Theodore (1956), "A Theory of Coalitions in the Triad," *American Sociological Review*, 21 (August), 489–493.

[Crossref](#)

[Google Scholar](#)

---

Caplow Theodore (1968), *Two Against One*, Englewood Cliffs, NJ: Prentice-Hall.

[Google Scholar](#)

---

Cardozo Richard N. (1968), "Segmenting the Industrial Market," in *Marketing and the New Science of Planning*, Robert L. King, ed., Chicago: American Marketing, 433–448.

[Google Scholar](#)

---

Chambers Terry M. (1983), *"An Experimental Investigation of a Reward/Masurement Model of Organizational Buying Behavior,"* Ph.D. dissertation, Virginia Polytechnic Institute and State University.

[Google Scholar](#)

---

Choffray Jean-Marie (1977), *"A Methodology for Investigating the Nature of the Industrial Adoption Process and the Differences in Perceptions and Evaluation Criteria among Decision Participants,"* Ph.D. dissertation, Massachusetts Institute of Technology.

[Google Scholar](#)

---

Choffray Jean-Marie, and Lilien Gary L. (1978), "Assessing Response to Industrial Marketing Strategy," *Journal of Marketing*, 42 (April), 20–31.

[Crossref](#)

[Google Scholar](#)

---

Churchill Gilbert A. Jr., and Pecotich Anthony (1982), "A Structural Equation Investigation of the Pay Satisfaction-Valence Relationship among Salespeople," *Journal of Marketing*, 46 (Fall), 114–124.

[Crossref](#)

[Google Scholar](#)

---

Corey E. Raymond (1978), *Procurement Management*, Boston: CBI.

[Google Scholar](#)

---

Crow Lowell E., Olshavsky Richard W., and Summers John O. (1980), "Industrial Buyers' Choice Strategies: A Protocol Analysis," *Journal of Marketing Research*, 17 (February), 34–44.

[Crossref](#)

[Google Scholar](#)

---

Cyert Richard M., Simon Herbert A., and Trow Donald B. (1956), "Observation of a Business Decision," *Journal of Business*, 29 (October), 237–248.

[Crossref](#)

[Google Scholar](#)

Cyert Richard M., and March James G. (1963), *A Behavioral Theory of the Firm*, Englewood Cliffs, NJ: Prentice-Hall.

[Google Scholar](#)

---

Deutsch M. (1949), "An Experimental Study of the Effects of Cooperation and Competition upon Group Process," *Human Relations*, 41 (July), 199–231.

[Google Scholar](#)

---

Financial Accounting Standards Board (1976), *Statement of Financial Accounting Standards No. 13*, Stamford, CT: The Board.

[Google Scholar](#)

---

Fisher B. Aubrey (1980), *Small Group Decision Making*, 2nd ed., New York: McGraw-Hill.

[Google Scholar](#)

---

Fontaine G. (1972), "*Some Situational Determinants of Causal Attributions*," Ph.D. dissertation, University of Western Australia.

[Google Scholar](#)

---

French John R. P., and Raven Bertram (1959), "The Bases of Social Power," in *Studies in Social Power*, Cartwright Dorwin, ed., Ann Arbor, MI: The University of Michigan, 150–167.

[Google Scholar](#)

---

Galbraith J., and Cummings L. L. (1967), "An Empirical Investigation of the Motivational Determinants of Task Performance: Interactive Effects between Instrumentality-Valence and Motivation-Ability," *Organizational Behavior and Human Performance*, 2, 237–257.

[Crossref](#)

[Google Scholar](#)

---

Gamson W. A. (1961), "A Theory of Coalition Behavior," *American Sociological Review*, 26, 565–573.

[Crossref](#)

[Google Scholar](#)

---

Gamson W. A. (1964), "Experimental Studies of Coalition Formation," in *Advances in Experimental Social Psychology*, Berkowitz L., ed., New York: Academic Press.

[Crossref](#)

[Google Scholar](#)

---

Haas Robert W. (1982), *Industrial Marketing Management*, Boston, MA: Kent.

[Google Scholar](#)

---

Hackman J. Richard (1975), "Group Influences on Individuals in Organizations," in *Handbook of Industrial and Organizational Psychology*, Dunnette M. D., ed., Chicago: Rand-McNally.

[Google Scholar](#)

---

Hall Douglas T., and Nougaim Khalil E. (1968), "An Examination of Maslow's Need Hierarchy in an Organizational Setting," *Organizational Behavior and Human Performance*, 3, 12-35.

[Crossref](#)

[Google Scholar](#)

---

Hopwood Anthony (1974), *Accounting and Human Behavior*, Englewood Cliffs, NJ: Prentice-Hall.

[Google Scholar](#)

---

House Robert J. (1971), "A Path Goal Theory of Leader Effectiveness," *Administrative Science Quarterly*, 16 (September), 321-338.

[Crossref](#)

[Google Scholar](#)

---

Hutt Michael D., and Speh Thomas W. (1981), *Industrial Marketing Management*, Chicago: Dryden.

[Google Scholar](#)

---

Jacoby Jacob (1978), "Consumer Research: A State of the Art Review," *Journal of Marketing*, 42 (April), 87-96.

[Crossref](#)

[Google Scholar](#)

---

Johnston Wesley J. (1981), "Industrial Buying Behavior: A State of the Art Review," in *Review of Marketing 1981*, Enis Ben M., and Roering Kenneth J., eds., Chicago: American Marketing, 75-88.

[Google Scholar](#)

---

Johnston Wesley J., and Bonoma Thomas V. (1981), "The Buying Center: Structure and Interaction Patterns," *Journal of Marketing*, 45 (Summer), 143-156.

[Crossref](#)

[Google Scholar](#)

---

Johnston Wesley J., and Spekman Robert E. (1982), "Industrial Buying Behavior: A Need for an Integrative Approach," *Journal of Business Research*, 10, 135-146.

[Crossref](#)

[Google Scholar](#)

---

Kahn Robert L., Wolfe Donald M., Quinn Robert P., and Diedrick Snoek J. (1964), *Organizational Stress*, New York: Wiley.

[Google Scholar](#)

---

Kerr Steven (1975), "On the Folly of Rewarding A, While Hoping for B," *Academy of Management Journal*, 18 (December), 769-783.

[Crossref](#)

[PubMed](#)

[Google Scholar](#)

---

Komorita S. S., and Tumonis T. M. (1980), "Extensions and Tests of Some Descriptive Theories of Coalition Formation," *Journal of Personality and Social Psychology*, 39 (no. 2), 256-268.

[Google Scholar](#)

---

Laczniak Eugene (1976), "Evaluation of the Purchasing Practices Utilized by Hospitals in the Procurement of a Sophisticated Medical Device," Ph.D. dissertation, University of Wisconsin-Madison.

[Google Scholar](#)

---

Landy Frank J., and Trumbo Don A. (1980), *Psychology of Work Behavior*, Homewood, IL: Dorsey.

[Google Scholar](#)

---

Laudan Larry (1977), *Progress and Its Problems*, Berkeley, CA: University of California Press.

[Google Scholar](#)

---

Lawler Edward E. (1970), "Job Attitudes and Employee Motivation: Theory, Research, and Practice," *Personnel Psychology*, 23, 223–237.

[Crossref](#)

[Google Scholar](#)

---

Lawler Edward E. (1971), *Pay and Organizational Effectiveness: A Psychological View*, New York: McGraw-Hill.

[Google Scholar](#)

---

Lawler Edward E., and Porter Lyman (1963), "Perceptions Regarding Management Compensation," *Industrial Relations*, 3, 41–49.

[Google Scholar](#)

---

Lawler Edward E., and Youngs G. A. Jr. (1975), "Coalition Formation: An Integrative Model," *Sociometry*, 38 (no. 1), 1–17.

[Crossref](#)

[Google Scholar](#)

---

Maslow Abraham H. (1943), "A Theory of Motivation," *Psychological Review*, 50, 370–396.

[Crossref](#)

[Google Scholar](#)

---

McClelland David C. (1961), *The Achieving Society*, Princeton, NJ: Van Nostrand.

[Crossref](#)

[Google Scholar](#)

---

McClelland David C., Atkinson John W., Clark Russell A., and Lowell Edgar L. (1976), *The Achievement Motive*, New York: Irvington.

[Google Scholar](#)



McMahan I. D. (1973), "Relationships between Causal Attributions and Expectancies of Success," *Journal of Personality and Social Psychology*, 28, 104–114.

[Google Scholar](#)

---

McMillan James R. (1973), "Role Differentiation in Industrial Buying Decisions," *AMA Proceedings*, Chicago: American Marketing, 207–211.

[Google Scholar](#)

---

Meyer W. U. (1970), "*Selbstverant-Wortlichkeit und Leistungsmotivation*," Ph.D. dissertation, Ruhr Universitat, Bochum, Germany.

[Google Scholar](#)

---

Mitchell Terence R. (1974), "Expectancy Models of Job Satisfaction, Occupational Preference, and Effort: A Theoretical, Methodological, and Empirical Approach," *Psychological Bulletin*, 81, 1053–1077.

[Crossref](#)

[Google Scholar](#)

---

Moriarty Rowland T., and Galper Morton (1978), "*Organizational Buying Behavior: A State-of-the-Art Review and Conceptualization*," working paper, Marketing Science Institute, Cambridge, MA, 1–33.

[Google Scholar](#)

---

Morris Michael H. (1983), "*The Impact of Organizational Reward and Measurement Systems on Coalition Formation in the Buying Center*," Ph.D. dissertation, Virginia Polytechnic Institute and State University.

[Google Scholar](#)

---

Morris Michael H., and Freedman Stanley M. (1984), "Coalitions in Organizational Buying," *Industrial Marketing Management*, 13, 123–132.

[Crossref](#)

[Google Scholar](#)

---

Mortimer Jeylan T., and Lorence Jon (1979), "Work Experience and Occupational Value Socialization: A Longitudinal Study," *American Journal of Sociology*, 84, 1361–1385.

[Crossref](#)

[Google Scholar](#)

---

Nixon Howard L. (1979), *The Small Group*, Englewood Cliffs, NJ: Prentice-Hall.

[Google Scholar](#)

---

Olson Jerry C. (1981), "Towards a Science of Consumer Behavior," in *Advances in Consumer Research*, Vol. 9, Mitchell Andrew, ed., Association for Consumer Research, v-x.

[Google Scholar](#)

---

Ouchi William G. (1981), *Theory Z*, Reading, MA: Addison-Wesley.

[Google Scholar](#)

---

Ozanne Urban B., and Churchill Gilbert A. Jr. (1971), "Five Dimensions of the Industrial Adoption Process," *Journal of Marketing Research*, 8 (August), 322-328.

[Crossref](#)

[Google Scholar](#)

---

Peters Thomas J., and Waterman Robert H. Jr. (1982), *In Search of Excellence*, New York: Harper.

[Google Scholar](#)

---

Pfeffer Jeffrey, and Salancik Gerald R. (1978), *The External Control of Organizations*, New York: Harper.

[Google Scholar](#)

---

Porter Lyman W., and Lawler Edward E. (1968), *Managerial Attitudes and Performance*, Homewood, IL: Irwin.

[Google Scholar](#)

---

Porter Lyman W., Lawler Edward E. III, and Richard Hackman J. (1975), *Behavior in Organizations*, New York: McGraw-Hill.

[Google Scholar](#)

---

Rapoport A., Kahan J. P., Funk S. G., and Horowitz A. D. (1979), *Coalition Formation by Sophisticated Players*, Berlin: Springer-Verlag.

[Google Scholar](#)

Raynor Joel O. (1978), "Future Orientation in Achievement Motivation: A More General Theory of Achievement Motivation," in *Personality, Motivation, and Achievement*, Atkinson John W., and Raynor Joel O., eds., Washington, DC: Hemisphere, 71–115.

[Google Scholar](#)

---

Ridgway V. F. (1956), "Dysfunctional Consequences of Performance Measurements," *Administrative Science Quarterly*, 1 (September), 240–247.

[Crossref](#)

[Google Scholar](#)

---

Robinson Patrick J., Farris Charles W., and Wind Yoram (1967), *Industrial Buying and Creative Marketing*, Boston: Allyn and Bacon, 11–38.

[Google Scholar](#)

---

Rosenbaum R. M. (1972), "A Dimensional Analysis of the Perceived Causes of Success and Failure," Ph.D. dissertation, University of California, Los Angeles.

[Google Scholar](#)

---

Shaw Marvin E. (1976), *Group Dynamics*, 3rd ed., New York: McGraw-Hill.

[Google Scholar](#)

---

Sheth Jagdish N. (1973), "A Model of Industrial Buyer Behavior," *Journal of Marketing*, 37 (October), 50–56.

[Crossref](#)

[Google Scholar](#)

---

Simon Herbert A. (1955), "A Behavioral Model of Rational Choice," *Quarterly Journal of Economics*, 69 (February), 99–118.

[Crossref](#)

[Google Scholar](#)

---

Simon Herbert A. (1959), "Theories of Decision Making in Economics and Behavioral Science," *American Economic Review*, 49 (June), 253–283.

[Google Scholar](#)

---

Simon Herbert A. (1964), "On the Concept of Organizational Goal," *Administrative Science Quarterly*, 9 (June), 1-22.

[Crossref](#)

[Google Scholar](#)

---

Smith John David, and Steadman Laurence E. (1981), "Present Value of Corporate History," *Harvard Business Review*, 59 (November-December), 164-173.

[Google Scholar](#)

---

Spekman Robert E., and Stern Louis W. (1979), "Environmental Uncertainty and Buying Group Structure: An Empirical Investigation," *Journal of Marketing*, 43 (Spring), 54-64.

[Crossref](#)

[Google Scholar](#)

---

Strauss George (1962), "Tactics of Lateral Relationship: The Purchasing Agent," *Administrative Science Quarterly*, 41 (September), 161-186.

[Google Scholar](#)

---

Strauss George (1964), "Work Flow Frictions, Interfunctional Rivalry, and Professionalism: A Case Study of Purchasing Agents," *Human Organization*, 23 (Summer), 137-149.

[Crossref](#)

[Google Scholar](#)

---

Tedeschi James T., Schlenker Barry R., and Bonoma Thomas V. (1973), *Conflict, Power, and Games*, Chicago: Aldine.

[Google Scholar](#)

---

Thomas Robert J. (1982), "Correlates of Interpersonal Purchase Influence in Organizations," *Journal of Consumer Research*, 9 (September), 171-182.

[Crossref](#)

[Google Scholar](#)

Valle Valerie A., and Frieze Irene H. (1976), "Stability of Causal Attributions as a Mediator in Changing Expectations for Success," *Journal of Personality and Social Psychology*, 33 (no. 5), 579-587.

[Google Scholar](#)

---

Vroom Victor H. (1964), *Work and Motivation*, New York: Wiley.

[Google Scholar](#)

---

Walker Orville C., Churchill Gilbert A. Jr., and Ford Neil M. (1977), "Motivation and Performance in Industrial Selling: Present Knowledge and Needed Research," *Journal of Marketing Research*, 14 (May), 156-168.

[Crossref](#)

[Google Scholar](#)

---

Webster Frederick E. Jr., and Wind Yoram (1972), *Organizational Buying Behavior*, Englewood Cliffs, NJ: Prentice-Hall.

[Google Scholar](#)

---

Weiner B. (1972), *Theories of Motivation: From Mechanism to Cognition*, Chicago: Markham Press.

[Google Scholar](#)

---

Weiner B. (1974), *Achievement Motivation and Attribution Theory*, Morristown, NJ: General Learning Press.

[Google Scholar](#)

---

Wind Yoram (1971), "A Reward-Balance Model of Buying Behavior in Organizations," in *New Essays in Marketing Theory*, Fisk George, ed., Boston: Allyn and Bacon, 206-217.

[Google Scholar](#)

---

Wind Yoram, and Thomas Robert J. (1980), "Conceptual and Methodological Issues in Organizational Buying Behavior," *European Journal of Marketing*, 14 (no. 5-6), 239-263.

[Crossref](#)

[Google Scholar](#)

---

Wright Peter (1975), "Consumer Choice Strategies: Simplifying vs. Optimizing," *Journal of Marketing Research*, 12 (February), 60-67.

[Crossref](#)

[Google Scholar](#)

---

Zaleznik Abraham, and Moment David (1964), *The Dynamics of Interpersonal Behavior*, New York: Wiley.

[Google Scholar](#)

---

### Similar articles:



Restricted access

[Performance, Attribution, and Expectancy Linkages in Personal Selling](#)

Show details ▾



Restricted access

[Expectancy Theory in Work and Motivation: Some Logical and Methodological Issues](#)

Show details ▾



Restricted access

[A Comprehensive Expectancy Motivation Model: Implications for Adult Education and Training](#)

Show details ▾

---

[View more](#)

---

### Sage recommends:

#### **SAGE Knowledge**

Book chapter

[20th-Century Controversies](#)

Show details ▾

---

#### **SAGE Knowledge**

Book chapter

[The Building Blocks of Motivation: Goal Phase System](#)

Show details ▾

---

#### **SAGE Knowledge**

Entry

Entry

[Achievement Motivation](#)

Show details 

---

[View more](#)

You currently have no access to this content. Visit the [access options](#) page to authenticate.

[View full text](#) | [Download PDF](#)

## Also from Sage

[CQ Library](#)

Elevating debate

[Sage Data](#)

Uncovering insight

[Sage Business Cases](#)

Shaping futures

[Sage Campus](#)

Unleashing potential

[Sage Knowledge](#)

Multimedia learning resources

[Sage Research Methods](#)

Supercharging research

[Sage Video](#)

Streaming knowledge

[Technology from Sage](#)

Library digital services

We value your privacy We and our partners store and/or access information on a device, such as cookies and process personal data, such as unique identifiers and standard information sent by a device for personalised advertising and content, advertising and content measurement, audience research and services development. With your permission we and our partners may use precise geolocation data and identification

through device scanning. You may click to consent to our and our 1463 partners' processing as described above. Alternatively you may click to refuse to consent or access more detailed information and change your preferences before consenting. Please note that some processing of your personal data may not require your consent, but you have a right to object to such processing. Your preferences will apply to this website only. You can change your preferences or withdraw your consent at any time by returning to this site and clicking the "Privacy" button at the bottom of the webpage.