

Gerald Yong Gao

List of Publications by Year in descending order

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14
papers

2,205
citations

687363

13
h-index

1058476

14
g-index

14
all docs

14
docs citations

14
times ranked

1647
citing authors

#	ARTICLE	IF	CITATIONS
1	State Ownership and Firm Innovation in China: An Integrated View of Institutional and Efficiency Logics. <i>Administrative Science Quarterly</i> , 2017, 62, 375-404.	6.9	654
2	Market orientation and performance of export ventures: the process through marketing capabilities and competitive advantages. <i>Journal of the Academy of Marketing Science</i> , 2011, 39, 252-269.	11.2	413
3	A "strategy tripod" perspective on export behaviors: Evidence from domestic and foreign firms based in an emerging economy. <i>Journal of International Business Studies</i> , 2010, 41, 377-396.	7.3	337
4	Developing strategic orientation in China: antecedents and consequences of market and innovation orientations. <i>Journal of Business Research</i> , 2005, 58, 1049-1058.	10.2	247
5	On what should firms focus in transitional economies? A study of the contingent value of strategic orientations in China. <i>International Journal of Research in Marketing</i> , 2007, 24, 3-15.	4.2	155
6	The pace of MNEs'™ sequential entries: Cumulative entry experience and the dynamic process. <i>Journal of International Business Studies</i> , 2010, 41, 1572-1580.	7.3	91
7	Assessing Measurement Invariance of Export Market Orientation: A Study of Chinese and Non-Chinese Firms in China. <i>Journal of International Marketing</i> , 2007, 15, 41-62.	4.4	85
8	Performance of Multinational Firms'™ Subsidiaries: Influences of Cumulative Experience. <i>Management International Review</i> , 2008, 48, 749-768.	3.3	48
9	Relational Governance and Control Mechanisms of Export Ventures: An Examination across Relationship Length. <i>Journal of International Marketing</i> , 2017, 25, 72-87.	4.4	43
10	Reducing distributor opportunism in the export market: Effects of monitoring mechanisms, norm-based information exchange, and market orientation. <i>Journal of World Business</i> , 2011, 46, 487-496.	7.7	38
11	Technological Capability Growth and Performance Outcome: Foreign versus Local Firms in China. <i>Journal of International Marketing</i> , 2013, 21, 1-16.	4.4	34
12	Foreign Market Entry Timing Revisited: Trade-Off between Market Share Performance and Firm Survival. <i>Journal of International Marketing</i> , 2012, 20, 50-64.	4.4	27
13	Export relational governance and control mechanisms. <i>International Marketing Review</i> , 2015, 32, 627-645.	3.6	19
14	Impact of Competitive Position on Export Propensity and Intensity: An Empirical Study of Manufacturing Firms in China. <i>Chinese Economy</i> , 2008, 41, 51-67.	2.0	14