

Gary L Frankwick

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10949928/publications.pdf>

Version: 2024-02-01

10
papers

314
citations

1307594

7
h-index

1474206

9
g-index

10
all docs

10
docs citations

10
times ranked

152
citing authors

#	ARTICLE	IF	CITATIONS
1	Evolving Patterns of Organizational Beliefs in the Formation of Strategy. Journal of Marketing, 1994, 58, 96-110.	11.3	125
2	Evolving Patterns of Organizational Beliefs in the Formation of Strategy. Journal of Marketing, 1994, 58, 96.	11.3	108
3	The Dynamics of Buyers' Perceived Costs During the Relationship Development Process. Journal of Business-to-Business Marketing, 1997, 4, 1-37.	1.5	18
4	New product development capabilities and new product performances: moderating role of organizational climate. Journal of Global Scholars of Marketing Science, 2012, 22, 83-100.	2.0	18
5	Group Knowledge Networks: A Framework and an Implementation. Information Systems Frontiers, 1999, 1, 221-239.	6.4	16
6	A Framework for Understanding New Product Alliance Success. Journal of Marketing Theory and Practice, 2011, 19, 7-26.	4.3	15
7	Evaluating the Relationship of Firm Strategic Orientations and New Product Development Program Performance. Journal of Marketing Theory and Practice, 2013, 21, 429-440.	4.3	7
8	Functional and Social Value of Chinese Brands. Journal of Global Marketing, 2019, 32, 200-215.	3.4	5
9	Product managers' influence tactics in marketing strategy development and implementation. Journal of Strategic Marketing, 1994, 2, 211-228.	5.5	2
10	Developing a multi-dimensional product evaluation scale. Psychology and Marketing, 2022, 39, 271-293.	8.2	0