

Gary L Frankwick

List of Publications by Year in descending order

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