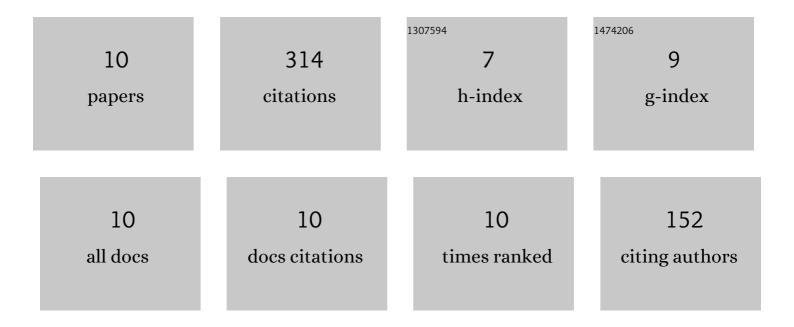
Gary L Frankwick

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10949928/publications.pdf Version: 2024-02-01



CADY | FRANKWICK

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