

Constantine S Katsikeas

List of Publications by Year in descending order

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Version: 2024-02-01

82
papers

8,978
citations

61984

43
h-index

62596

80
g-index

83
all docs

83
docs citations

83
times ranked

3777
citing authors

#	ARTICLE	IF	CITATIONS
1	Antecedents of Export Venture Performance: A Theoretical Model and Empirical Assessment. <i>Journal of Marketing</i> , 2004, 68, 90-108.	11.3	819
2	Firm-Level Export Performance Assessment: Review, Evaluation, and Development. <i>Journal of the Academy of Marketing Science</i> , 2000, 28, 493-511.	11.2	591
3	Marketing strategy determinants of export performance: a meta-analysis. <i>Journal of Business Research</i> , 2002, 55, 51-67.	10.2	544
4	Strategy fit and performance consequences of international marketing standardization. <i>Strategic Management Journal</i> , 2006, 27, 867-890.	7.3	381
5	Assessing Performance Outcomes in Marketing. <i>Journal of Marketing</i> , 2016, 80, 1-20.	11.3	368
6	Export marketing strategy implementation, export marketing capabilities, and export venture performance. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 271-289.	11.2	333
7	“Greening” the marketing mix: do firms do it and does it pay off?. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 151-170.	11.2	325
8	Identifying Managerial Influences on Exporting: Past Research and Future Directions. <i>Journal of International Marketing</i> , 1998, 6, 74-102.	4.4	322
9	Developing successful trust-based international exchange relationships. <i>Journal of International Business Studies</i> , 2009, 40, 132-155.	7.3	310
10	Drivers and Performance Outcomes of Trust in International Strategic Alliances: The Role of Organizational Complexity. <i>Organization Science</i> , 2008, 19, 647-665.	4.5	269
11	Drivers of Commitment and its Impact on Performance in Cross-Cultural Buyer-Seller Relationships: The Importer's Perspective. <i>Journal of International Business Studies</i> , 2002, 33, 757-783.	7.3	263
12	Determinants of export performance in a European context. <i>European Journal of Marketing</i> , 1996, 30, 6-35.	2.9	248
13	Experiential and Informational Knowledge, Architectural Marketing Capabilities, and the Adaptive Performance of Export Ventures: A Cross-National Study. <i>Decision Sciences</i> , 2003, 34, 287-321.	4.5	246
14	Differences in Perceptions of Exporting Problems Based on Firm Size and Export Market Experience. <i>European Journal of Marketing</i> , 1994, 28, 17-35.	2.9	244
15	An analytical review of the factors stimulating smaller firms to export. <i>International Marketing Review</i> , 2007, 24, 735-770.	3.6	242
16	Market and supplier characteristics driving distributor relationship quality in international marketing channels of industrial products. <i>Industrial Marketing Management</i> , 2008, 37, 23-36.	6.7	211
17	Five decades of business research into exporting: A bibliographic analysis. <i>Journal of International Management</i> , 2010, 16, 78-91.	4.2	196
18	Sources of competitive advantage in high performing exporting companies. <i>Journal of World Business</i> , 1998, 33, 378-393.	7.7	191

#	ARTICLE	IF	CITATIONS
19	Export Product Strategy Fit and Performance: An Empirical Investigation. <i>Journal of International Marketing</i> , 2009, 17, 1-23.	4.4	172
20	Export Promotion Strategy and Performance: The Role of International Experience. <i>Journal of International Marketing</i> , 2011, 19, 17-39.	4.4	145
21	Environmentally friendly export business strategy: Its determinants and effects on competitive advantage and performance. <i>International Business Review</i> , 2015, 24, 798-811.	4.8	111
22	Eco-friendly product development strategy: antecedents, outcomes, and contingent effects. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 660-684.	11.2	109
23	<i>Journal of International Marketing</i>: Objectives, Challenges, and the Way Forward. <i>Journal of International Marketing</i> , 2014, 22, 1-4.	4.4	105
24	Supply source selection criteria: The impact of supplier performance on distributor performance. <i>Industrial Marketing Management</i> , 2004, 33, 755-764.	6.7	100
25	Integrative assessment of exporting research articles in business journals during the period 1960â€“2007. <i>Journal of Business Research</i> , 2010, 63, 879-887.	10.2	93
26	The role of climate: implications for service employee engagement and customer service performance. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 428-451.	11.2	92
27	Does Accommodating a Self-Serving Partner in an International Marketing Alliance Pay Off?. <i>Journal of Marketing</i> , 2010, 74, 77-93.	11.3	91
28	When Does (Mis)Fit in Customer Orientation Matter for Frontline Employeesâ€™ Job Satisfaction and Performance?. <i>Journal of Marketing</i> , 2016, 80, 65-83.	11.3	87
29	Executive Insights: Virtual Services Go International: International Services in the Marketplace. <i>Journal of International Marketing</i> , 1999, 7, 84-105.	4.4	83
30	Export Competitive Advantages. <i>International Marketing Review</i> , 1994, 11, 33-53.	3.6	82
31	Ongoing export motivation: differences between regular and sporadic exporters. <i>International Marketing Review</i> , 1996, 13, 4-19.	3.6	80
32	Strategic goal accomplishment in export ventures: the role of capabilities, knowledge, and environment. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 109-129.	11.2	79
33	Export stimuli: Export intention compared with export activity. <i>International Business Review</i> , 1997, 6, 477-499.	4.8	77
34	Corporate social responsibility in international marketing: review, assessment, and future research. <i>International Marketing Review</i> , 2016, 33, 580-624.	3.6	71
35	Examining the role of buyer-seller relationships in export performance. <i>Journal of World Business</i> , 1997, 32, 73-86.	7.7	70
36	Antecedents and Consequences of an Eco-Friendly Export Marketing Strategy: The Moderating Role of Foreign Public Concern and Competitive Intensity. <i>Journal of International Marketing</i> , 2013, 21, 22-46.	4.4	61

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37	Exporting Problems of Industrial Manufacturers. <i>Industrial Marketing Management</i> , 1998, 27, 161-176.	6.7	59
38	Export market expansion strategy: Differences between market concentration and market spreading. <i>Journal of Marketing Management</i> , 1996, 12, 113-134.	2.3	58
39	Assessing the contribution of leading mainstream marketing journals to the international marketing discipline. <i>International Marketing Review</i> , 2010, 27, 491-518.	3.6	54
40	Exporting problems: The relevance of export development. <i>Journal of Marketing Management</i> , 1995, 11, 499-515.	2.3	51
41	Drivers of Superior Importer Performance in Cross-Cultural Supplier-Reseller Relationships. <i>Industrial Marketing Management</i> , 2001, 30, 227-241.	6.7	51
42	Alliance capabilities, interpartner attributes, and performance outcomes in international strategic alliances. <i>Journal of World Business</i> , 2019, 54, 137-153.	7.7	51
43	Perceived Export Problems and Export Involvement. <i>Journal of Global Marketing</i> , 1994, 7, 29-58.	3.4	45
44	An assessment of the literature on cause-related marketing: implications for international competitiveness and marketing research. <i>International Marketing Review</i> , 2020, 37, 977-1012.	3.6	45
45	An examination of branding advantage in export ventures. <i>European Journal of Marketing</i> , 2011, 45, 910-935.	2.9	43
46	The role of corporate image in business-to-business export ventures: A resource-based approach. <i>Industrial Marketing Management</i> , 2010, 39, 752-760.	6.7	42
47	The role of supplier performance in building customer trust and loyalty: A cross-country examination. <i>Industrial Marketing Management</i> , 2019, 78, 183-197.	6.7	42
48	The relationship between Greek export manufacturers and UK importers: The dimension of exercised power. <i>Journal of Marketing Management</i> , 1990, 6, 239-256.	2.3	39
49	How nostalgic brand positioning shapes brand equity: differences between emerging and developed markets. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 869-890.	11.2	37
50	Export information sources: the role of organizational and internationalization influences. <i>Journal of Strategic Marketing</i> , 1997, 5, 65-87.	5.5	34
51	The influence of desire for control on monitoring decisions and performance outcomes in strategic alliances. <i>Industrial Marketing Management</i> , 2016, 55, 10-21.	6.7	34
52	In search of relevance and rigour for research in marketing. <i>Marketing Intelligence and Planning</i> , 2004, 22, 568-578.	3.5	33
53	Emergent Marketing Strategies and Performance: The Effects of Market Uncertainty and Strategic Feedback Systems. <i>British Journal of Management</i> , 2014, 25, 145-165.	5.0	32
54	Manufacturers' understanding of their overseas distributors: the relevance of export involvement. <i>International Business Review</i> , 1997, 6, 147-163.	4.8	29

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55	Advances in international marketing theory and practice. <i>International Business Review</i> , 2003, 12, 135-140.	4.8	29
56	The Relationship between Exporters from a Developing Country and Importers based in a Developed Country: Conflict Considerations. <i>European Journal of Marketing</i> , 1991, 25, 6-25.	2.9	28
57	Power source drivers and performance outcomes of functional and dysfunctional conflict in exporterâ€™importer relationships. <i>Industrial Marketing Management</i> , 2019, 78, 213-226.	6.7	23
58	The impact of level of company export development on exercised power in relationships between manufacturers and overseas distributors. <i>Journal of Marketing Management</i> , 1997, 13, 119-134.	2.3	21
59	Import Motivation in Manufacturerâ€™Overseas Distributor Relationships. <i>Industrial Marketing Management</i> , 1999, 28, 613-625.	6.7	21
60	Global marketing of industrial products: Contemporary developments and future directions. <i>Industrial Marketing Management</i> , 2006, 35, 540-544.	6.7	21
61	International Supplier Selection:. <i>Journal of Global Marketing</i> , 1996, 9, 23-45.	3.4	20
62	Sources of Power in International Marketing Channels. <i>Journal of Marketing Management</i> , 2000, 16, 185-202.	2.3	20
63	International Marketing Research: A State-of-the-Art Review and the Way Forward. , 2018, , 3-33.		20
64	Importing Problems Experienced by Distributors: The Importance of Level-of-Import Development. <i>Journal of International Marketing</i> , 1995, 3, 51-70.	4.4	19
65	The process of conflict in buyerâ€™seller relationships at domestic and international levels: A comparative analysis. <i>Journal of Marketing Management</i> , 1992, 8, 365-381.	2.3	17
66	The issue of import motivation in manufacturerâ€™overseas distributor relationships: Implications for exporters. <i>Journal of Marketing Management</i> , 1993, 9, 65-77.	2.3	17
67	Export practices in the UK clothing and knitwear industry. <i>Marketing Intelligence and Planning</i> , 1995, 13, 13-22.	3.5	16
68	Does it really hurt? Making sense of varieties of anger. <i>Psychology and Marketing</i> , 2020, 37, 1465-1483.	8.2	16
69	Level of Import Development and Transaction Cost Analysis. <i>Industrial Marketing Management</i> , 2000, 29, 575-588.	6.7	14
70	Exporterâ€™Importer and Exporterâ€™Domestic Customer Relationships: Power Considerations. <i>Management Decision</i> , 1992, 30, .	3.9	11
71	Reflections on Czinkota and Ronkainen's International Marketing Manifesto: A Perspective from Europe. <i>Journal of International Marketing</i> , 2003, 11, 28-34.	4.4	11
72	The overarching role of international marketing: Relevance and centrality in research and practice. <i>Journal of International Business Studies</i> , 2021, 52, 1429-1444.	7.3	11

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73	Adapting Export Business Relationships: The Greek Experience in the UK. Marketing Intelligence and Planning, 1993, 11, 22-27.	3.5	8
74	Valuation of brand equity and retailer growth strategies using real options. Journal of Retailing, 2021, 97, 523-544.	6.2	8
75	Consumer authenticity seeking: conceptualization, measurement, and contingent effects. Journal of the Academy of Marketing Science, 2022, 50, 296-323.	11.2	7
76	Machiavellianism in Alliance Partnerships. Journal of Marketing, 2023, 87, 168-189.	11.3	7
77	Diagnosing organizational planning benefits: the efficacy of planning formalization. Journal of Strategic Marketing, 1996, 4, 221-238.	5.5	6
78	How does Relationship Management Infrastructure influence performance?. Journal of Marketing Management, 2009, 25, 51-74.	2.3	5
79	Sources of competitive advantage in high performing exporting companies. Journal of World Business, 1998, 33, 378-393.	7.7	4
80	Pride and prejudice: Unraveling and mitigating domestic country bias. Journal of International Business Studies, 2022, 53, 405-433.	7.3	4
81	Exploring the Consumer in Former Soviet Republics:. Journal of East-West Business, 1996, 2, 79-101.	0.7	3
82	Publishing in international marketing: challenges, opportunities, and guideposts. , 2019, , 138-156.		0