

# Stuart Read

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11608181/publications.pdf>

Version: 2024-02-01

29  
papers

4,216  
citations

304743

22  
h-index

552781

26  
g-index

30  
all docs

30  
docs citations

30  
times ranked

2089  
citing authors

#	ARTICLE	IF	CITATIONS
1	Co-creative entrepreneurship. <i>Journal of Business Venturing</i> , 2021, 36, 106125.	6.3	32
2	An ecosystem perspective synthesis of co-creation research. <i>Industrial Marketing Management</i> , 2021, 99, 79-96.	6.7	25
3	Effectual exchange: from entrepreneurship to the disciplines and beyond. <i>Small Business Economics</i> , 2020, 54, 605-619.	6.7	35
4	Pricing co-created value: an integrative framework and research agenda. <i>AMS Review</i> , 2019, 9, 155-183.	2.5	2
5	Chapter 3 Is It Worth It? The Relevant Performance Yardstick for the Entrepreneur. <i>Advances in Entrepreneurship, Firm Emergence and Growth</i> , 2019, , 35-59.	1.5	0
6	Bringing the individual into the co-creation of value. <i>Journal of Services Marketing</i> , 2019, 33, 904-920.	3.0	30
7	Of those who plan: A meta-analysis of the relationship between human capital and business planning. <i>Long Range Planning</i> , 2019, 52, 173-188.	4.9	30
8	Value co-creation: concept and measurement. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 290-315.	11.2	688
9	Organic or Deliberate. <i>Antitrust Bulletin</i> , 2016, 61, 574-579.	0.6	6
10	Response to Arend, Sarooghi, and Burkemper (2015): Cocreating Effectual Entrepreneurship Research. <i>Academy of Management Review</i> , 2016, 41, 528-536.	11.7	122
11	Entrepreneurial expertise and the use of control. <i>Journal of Business Venturing Insights</i> , 2015, 4, 30-37.	3.4	35
12	Investment and returns in successful entrepreneurial sell-outs. <i>Journal of Business Venturing Insights</i> , 2015, 3, 16-23.	3.4	6
13	Situated Entrepreneurial Cognition. <i>International Journal of Management Reviews</i> , 2015, 17, 143-164.	8.3	52
14	Entrepreneurial talent and venture performance: A meta-analytic investigation of SMEs. <i>Research Policy</i> , 2013, 42, 1251-1273.	6.4	91
15	Co-creating a course ahead from the intersection of service-dominant logic and effectuation. <i>Marketing Theory</i> , 2012, 12, 225-229.	3.1	33
16	On the entrepreneurial genesis of new markets: effectual transformations versus causal search and selection. <i>Journal of Evolutionary Economics</i> , 2011, 21, 231-253.	1.7	108
17	Marketing under Uncertainty: The Logic of an Effectual Approach. <i>Journal of Marketing</i> , 2009, 73, 1-18.	11.3	221
18	Affordable loss: behavioral economic aspects of the plunge decision. <i>Strategic Entrepreneurship Journal</i> , 2009, 3, 105-126.	4.4	144

#	ARTICLE	IF	CITATIONS
19	Prediction and control under uncertainty: Outcomes in angel investing. <i>Journal of Business Venturing</i> , 2009, 24, 116-133.	6.3	332
20	Effectual versus predictive logics in entrepreneurial decision-making: Differences between experts and novices. <i>Journal of Business Venturing</i> , 2009, 24, 287-309.	6.3	572
21	A meta-analytic review of effectuation and venture performance. <i>Journal of Business Venturing</i> , 2009, 24, 573-587.	6.3	342
22	Marketing Under Uncertainty: The Logic of an Effectual Approach. <i>Journal of Marketing</i> , 2009, 73, 1-18.	11.3	187
23	Designing Organizations that Design Environments: Lessons from Entrepreneurial Expertise. <i>Organization Studies</i> , 2008, 29, 331-350.	5.3	202
24	Outlines of a behavioral theory of the entrepreneurial firm. <i>Journal of Economic Behavior and Organization</i> , 2008, 66, 37-59.	2.0	137
25	Immortal firms in mortal markets?. <i>European Journal of Innovation Management</i> , 2008, 11, 313-329.	4.6	28
26	What to do next? The case for non-predictive strategy. <i>Strategic Management Journal</i> , 2006, 27, 981-998.	7.3	493
27	Knowing What to Do and Doing What You Know. <i>Journal of Private Equity</i> , 2005, 9, 45-62.	0.3	239
28	Toward Deliberate Practice in the Development of Entrepreneurial Expertise: The Anatomy of the Effectual Ask. , 0, , 389-412.		21
29	The Market for Entrepreneurs. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1