

Nicole E Coviello

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11751391/publications.pdf>

Version: 2024-02-01

22
papers

5,884
citations

361413

20
h-index

713466

21
g-index

22
all docs

22
docs citations

22
times ranked

2542
citing authors

#	ARTICLE	IF	CITATIONS
1	Internationalisation: conceptualising an entrepreneurial process of behaviour in time. <i>Journal of International Business Studies</i> , 2005, 36, 284-303.	7.3	852
2	The network dynamics of international new ventures. <i>Journal of International Business Studies</i> , 2006, 37, 713-731.	7.3	831
3	Growing the entrepreneurial firm. <i>European Journal of Marketing</i> , 1995, 29, 49-61.	2.9	786
4	Methodological issues in international entrepreneurship research. <i>Journal of Business Venturing</i> , 2004, 19, 485-508.	6.3	603
5	The Network Dynamics of International New Ventures. <i>JIBS Special Collections</i> , 2018, , 175-215.	1.2	420
6	How Firms Relate to Their Markets: An Empirical Examination of Contemporary Marketing Practices. <i>Journal of Marketing</i> , 2002, 66, 33-46.	11.3	382
7	Creating Major Innovations with Customers: Insights from Small and Young Technology Firms. <i>Journal of Marketing</i> , 2012, 76, 87-104.	11.3	262
8	Internationalization of Service SMEs: An Integrated Perspective from the Engineering Consulting Sector. <i>Journal of International Marketing</i> , 1999, 7, 42-66.	4.4	257
9	Towards a paradigm shift in marketing? An examination of current marketing practices. <i>Journal of Marketing Management</i> , 1997, 13, 383-406.	2.3	251
10	Understanding contemporary marketing: Development of a classification scheme. <i>Journal of Marketing Management</i> , 1997, 13, 501-522.	2.3	228
11	An investigation of marketing practice by firm size. <i>Journal of Business Venturing</i> , 2000, 15, 523-545.	6.3	220
12	The emergence, advance and future of international entrepreneurship research – An introduction to the special forum. <i>Journal of Business Venturing</i> , 2011, 26, 625-631.	6.3	149
13	Is e-marketing coming of age? An examination of the penetration of e-marketing and firm performance. <i>Journal of Interactive Marketing</i> , 2007, 21, 2-21.	6.2	133
14	Integrating qualitative and quantitative techniques in network analysis. <i>Qualitative Market Research</i> , 2005, 8, 39-60.	1.5	118
15	Contemporary marketing practices of consumer and business-to-business firms: how different are they?. <i>Journal of Business and Industrial Marketing</i> , 2001, 16, 382-400.	3.0	104
16	The resource dynamics of international new venture networks. <i>Journal of International Entrepreneurship</i> , 2007, 4, 113-132.	3.0	100
17	Contemporary Marketing Practices research program: a review of the first decade. <i>Journal of Business and Industrial Marketing</i> , 2008, 23, 84-94.	3.0	59
18	From transaction to relationship marketing: an investigation of managerial perceptions and practices. <i>Journal of Strategic Marketing</i> , 1998, 6, 171-186.	5.5	48

#	ARTICLE	IF	CITATIONS
19	Integrating Transactional and Relational Marketing Exchange: A Pluralistic Perspective. <i>Journal of Marketing Theory and Practice</i> , 2000, 8, 11-20.	4.3	47
20	Assessing the Role of e-Marketing in Contemporary Marketing Practice. <i>Journal of Marketing Management</i> , 2003, 19, 857-881.	2.3	32
21	Conducting Cross-National Research in Relational Marketing: A Discussion of Methodological Challenges. <i>Australasian Marketing Journal</i> , 1999, 7, 22-34.	5.4	2
22	The Relevance of the Business-to-Business/Consumer Dichotomy in Contemporary Marketing: A Cross-National Investigation. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 209-209.	0.2	0