

Terry Clark

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12064177/publications.pdf>

Version: 2024-02-01

18
papers

1,113
citations

687363

13
h-index

888059

17
g-index

20
all docs

20
docs citations

20
times ranked

687
citing authors

#	ARTICLE	IF	CITATIONS
1	International Marketing and National Character: A Review and Proposal for an Integrative Theory. <i>Journal of Marketing</i> , 1990, 54, 66-79.	11.3	375
2	Toward a Theory of International Services: Marketing Intangibles in a World of Nations. <i>Journal of International Marketing</i> , 1996, 4, 9-28.	4.4	145
3	Delineating the scope of corporate, business, and marketing strategy. <i>Journal of Business Research</i> , 1994, 31, 93-105.	10.2	110
4	Environmental management: The construct and research propositions. <i>Journal of Business Research</i> , 1994, 29, 23-38.	10.2	71
5	The intellectual ecology of mainstream marketing research: an inquiry into the place of marketing in the family of business disciplines. <i>Journal of the Academy of Marketing Science</i> , 2014, 42, 223-241.	11.2	68
6	International services: perspectives at century's end. <i>Journal of Services Marketing</i> , 1999, 13, 298-310.	3.0	60
7	Marketing, Market Growth, and Endogenous Growth Theory: An Inquiry Into the Causes of Market Growth. <i>Journal of the Academy of Marketing Science</i> , 2005, 33, 347-359.	11.2	52
8	Global myopia: globalization theory in International Business. <i>Journal of International Management</i> , 2003, 9, 361-372.	4.2	49
9	Marketing's theoretical and conceptual value proposition: opportunities to address marketing's influence. <i>AMS Review</i> , 2020, 10, 151-167.	2.5	38
10	Exchange Rate Pass-Through and International Pricing Strategy: A Conceptual Framework and Research Propositions. <i>Journal of International Business Studies</i> , 1999, 30, 249-268.	7.3	37
11	National Boundaries, Border Zones, and Marketing Strategy: A Conceptual Framework and Theoretical Model of Secondary Boundary Effects. <i>Journal of Marketing</i> , 1994, 58, 67.	11.3	27
12	Speak my language or look like me? "Language and ethnicity in bilingual customer service recovery. <i>Journal of Business Research</i> , 2017, 72, 57-68.	10.2	26
13	Global dialogue: a response to the responders in the special globalization issue of JIM. <i>Journal of International Management</i> , 2004, 10, 511-514.	4.2	23
14	Measuring Country-of-Origin Effects in Caucasians, African-Americans and Chinese Consumers for Products and Services. <i>Journal of International Consumer Marketing</i> , 2008, 20, 17-31.	3.7	13
15	Positive psychological capacities: the mystery ingredient in successful service recoveries?. <i>Journal of Services Marketing</i> , 2018, 32, 897-912.	3.0	12
16	The methodologies of the marketing literature: mechanics, uses and craft. <i>AMS Review</i> , 2021, 11, 416-431.	2.5	4
17	Re-institutionalizing marketing. <i>AMS Review</i> , 2021, 11, 446-453.	2.5	3
18	Environmental management by marketing decision-makers in financial services. <i>Journal of Business Research</i> , 1997, 38, 161-170.	10.2	0