

Ruby P Lee

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/14305/publications.pdf>

Version: 2024-02-01

18
papers

1,085
citations

623734

14
h-index

888059

17
g-index

19
all docs

19
docs citations

19
times ranked

946
citing authors

#	ARTICLE	IF	CITATIONS
1	Strategic Responses to New Technologies and Their Impact on Firm Performance. <i>Journal of Marketing</i> , 2004, 68, 157-171.	11.3	248
2	Institutional open access at home and outward internationalization. <i>Journal of World Business</i> , 2015, 50, 234-246.	7.7	161
3	The Immediate Impact of New Product Introductions on Stock Price: The Role of Firm Resources and Size. <i>Journal of Product Innovation Management</i> , 2009, 26, 97-107.	9.5	110
4	The influence of organic organizational cultures, market responsiveness, and product strategy on firm performance in an emerging market. <i>Journal of the Academy of Marketing Science</i> , 2014, 42, 49-70.	11.2	109
5	Is Product Imitation Good for Firm Performance? An Examination of Product Imitation Types and Contingency Factors. <i>Journal of International Marketing</i> , 2012, 20, 1-16.	4.4	83
6	Extending the Environmentâ€“Strategyâ€“Performance Framework: The Roles of Multinational Corporation Network Strength, Market Responsiveness, and Product Innovation. <i>Journal of International Marketing</i> , 2010, 18, 58-73.	4.4	80
7	The Impact of Innovative Culture on Individual Employees: The Moderating Role of Market Information Sharing. <i>Journal of Product Innovation Management</i> , 2013, 30, 1027-1041.	9.5	62
8	Does It Pay to Be Innovation and Imitation Oriented? An Examination of the Antecedents and Consequences of Innovation and Imitation Orientations. <i>Journal of Product Innovation Management</i> , 2018, 35, 11-26.	9.5	45
9	Can knowledge transfer within MNCs hurt subsidiary performance? The role of subsidiary entrepreneurial culture and capabilities. <i>Journal of World Business</i> , 2015, 50, 663-673.	7.7	41
10	Enhancing Stock Market Return with New Product Preannouncements: The Role of Information Quality and Innovativeness. <i>Journal of Product Innovation Management</i> , 2016, 33, 455-471.	9.5	29
11	Consumers' Role Performance and Brand Identification: Evidence from a Survey and a Longitudinal Field Experiment. <i>Journal of Interactive Marketing</i> , 2017, 38, 1-11.	6.2	26
12	Social Innovation in an Interconnected World: Introduction to the Special Issue. <i>Journal of Product Innovation Management</i> , 2019, 36, 662-670.	9.5	26
13	Managing sub-branding affect transfer: the role of consideration set size and brand loyalty. <i>Marketing Letters</i> , 2016, 27, 103-113.	2.9	18
14	Indirect effects of direct subsidies: an examination of signaling effects. <i>Industry and Innovation</i> , 2020, 27, 1040-1061.	3.1	13
15	Managerial ties and knowledge transfer in business ecosystems: Evidence from Korean subsidiaries in China. <i>Asian Business and Management</i> , 2018, 17, 183-207.	2.8	11
16	Collaborative Relationships â€” The Role of Information Technology. <i>International Journal of Innovation and Technology Management</i> , 2016, 13, 1640006.	1.4	1
17	Lobbying as a potent political marketing tool for product diversification: an examination of firm-government interaction. <i>Journal of Strategic Marketing</i> , 0, , 1-19.	5.5	1
18	BETWEEN INFORMATION SYSTEM INTEGRATION AND PERFORMANCE, WHAT ARE THE MISSING LINKS?. , 2009, , 81-99.		0