

Andrea Runfola

List of Publications by Year in descending order

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Version: 2024-02-01

34
papers

783
citations

567281

15
h-index

552781

26
g-index

43
all docs

43
docs citations

43
times ranked

539
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|------|-----------|
| 1 | Let's play! Gamification as a marketing tool to deliver a digital luxury experience. <i>Electronic Commerce Research</i> , 2023, 23, 2135-2152. | 5.0 | 16 |
| 2 | How do you depict sustainability? An analysis of images posted on Instagram by sustainable fashion companies. <i>Journal of Global Fashion Marketing</i> , 2022, 13, 101-115. | 3.7 | 18 |
| 3 | A stakeholder perspective on managing tensions in hybrid organizations: Analyzing fair trade for a sustainable development. <i>Business Strategy and the Environment</i> , 2022, 31, 3198-3215. | 14.3 | 5 |
| 4 | Luxury and Internationalization: Motives and Features. <i>Palgrave Advances in Luxury</i> , 2022, , 15-37. | 0.2 | 0 |
| 5 | Internationalization and Business Models of Luxury Fashion SMEs: Some Emerging Issues. <i>Palgrave Advances in Luxury</i> , 2022, , 165-186. | 0.2 | 0 |
| 6 | Heuristics in decision-making by exporting textiles SMEs. <i>Journal of Global Fashion Marketing</i> , 2021, 12, 1-15. | 3.7 | 8 |
| 7 | Adapting business models in buyer-seller relationships: paradoxes in the fast fashion supply chain. <i>Journal of Business and Industrial Marketing</i> , 2021, 36, 1273-1285. | 3.0 | 8 |
| 8 | Rethinking interaction in social distancing times: implications for business-to-business companies. <i>Journal of Business and Industrial Marketing</i> , 2021, 36, 105-115. | 3.0 | 28 |
| 9 | Family firms between territory and internationalization: an authenticity based perspective. <i>Entrepreneurship and Regional Development</i> , 2021, 33, 555-579. | 3.3 | 9 |
| 10 | Network interactions for pharmaceutical market access: findings from an explorative research. <i>Journal of Business and Industrial Marketing</i> , 2021, 36, 174-186. | 3.0 | 4 |
| 11 | Bridges to sustainable health systems: public-private interaction for market access. <i>Journal of Business and Industrial Marketing</i> , 2020, 35, 1929-1939. | 3.0 | 10 |
| 12 | MNE-NGO partnerships for sustainability and social responsibility in the global fast-fashion industry: A loose-coupling perspective. <i>International Business Review</i> , 2020, 29, 101736. | 4.8 | 24 |
| 13 | The International Marketing Strategy of Luxury Food SMEs: The Case of Truffle. <i>Journal of Food Products Marketing</i> , 2020, 26, 600-618. | 3.3 | 6 |
| 14 | E-commerce internationalization for top luxury fashion brands: some emerging strategic issues. <i>Journal of Management Development</i> , 2020, 39, 423-436. | 2.1 | 19 |
| 15 | Pharmaceutical industry riding the wave of sustainability: Review and opportunities for future research. <i>Journal of Cleaner Production</i> , 2020, 261, 121204. | 9.3 | 59 |
| 16 | Discovering Passion Through Entrepreneurial Stories: Emerging Features from Content Analysis. , 2020, , 29-53. | | 0 |
| 17 | Developing fashion retail operations to growth in emerging markets. <i>Journal of Global Fashion Marketing</i> , 2019, 10, 145-162. | 3.7 | 8 |
| 18 | Italian firms in emerging markets: relationships and networks for internationalization in Africa. <i>Journal of Small Business and Entrepreneurship</i> , 2018, 30, 375-395. | 4.9 | 10 |

| # | ARTICLE | IF | CITATIONS |
|----|---|------|-----------|
| 19 | Connecting passion: Distinctive features from emerging entrepreneurial profiles. <i>Journal of Business Research</i> , 2018, 92, 403-411. | 10.2 | 19 |
| 20 | Problematizing customization and IT in the fashion industry: A case study of an Italian shoemaker. <i>Journal of Global Fashion Marketing</i> , 2018, 9, 73-86. | 3.7 | 9 |
| 21 | The role of actors in interactions between "innovation ecosystems": drivers and implications. <i>IMP Journal</i> , 2018, 12, 333-345. | 0.8 | 11 |
| 22 | The use of qualitative case studies in top business and management journals: A quantitative analysis of recent patterns. <i>European Management Journal</i> , 2017, 35, 116-127. | 5.1 | 47 |
| 23 | How western marketers respond to the new middle class in emerging market cities: The case of Italian fashion marketers. <i>International Business Review</i> , 2016, 25, 691-702. | 4.8 | 25 |
| 24 | Relationship beginning and serendipity: insights from an Italian case study. <i>IMP Journal</i> , 2015, 9, 233-249. | 0.8 | 4 |
| 25 | Internationalization through E-Commerce. The Case of MultiBrand Luxury Retailers in the Fashion Industry. <i>Advances in International Marketing</i> , 2015, , 15-31. | 0.3 | 26 |
| 26 | Actors' roles in interaction and innovation in local systems: a conceptual taxonomy. <i>Journal of Business and Industrial Marketing</i> , 2015, 30, 269-278. | 3.0 | 30 |
| 27 | Heuristics in customer-supplier interaction. <i>Industrial Marketing Management</i> , 2015, 48, 26-37. | 6.7 | 54 |
| 28 | Time in business-to-business interactions. A case analysis in textile and clothing. <i>Journal of Global Fashion Marketing</i> , 2014, 5, 87-102. | 3.7 | 10 |
| 29 | Interaction behaviors in business relationships and heuristics: Issues for management and research agenda. <i>Industrial Marketing Management</i> , 2014, 43, 929-937. | 6.7 | 73 |
| 30 | New business models in online hotel distribution: emerging private sales versus leading IDS. <i>Service Business</i> , 2013, 7, 183-205. | 4.2 | 47 |
| 31 | Fast fashion companies coping with internationalization: driving the change or changing the model?. <i>Journal of Fashion Marketing and Management</i> , 2013, 17, 190-205. | 2.2 | 55 |
| 32 | Relational paths in business network dynamics: Evidence from the fashion industry. <i>Industrial Marketing Management</i> , 2012, 41, 807-815. | 6.7 | 28 |
| 33 | Business networks and retail internationalization: A case analysis in the fashion industry. <i>Industrial Marketing Management</i> , 2010, 39, 908-916. | 6.7 | 61 |
| 34 | The integration between marketing and purchasing in the traceability process. <i>Industrial Marketing Management</i> , 2009, 38, 883-891. | 6.7 | 40 |