

Flora F Gu

List of Publications by Year in descending order

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22
papers

1,430
citations

623734

14
h-index

677142

22
g-index

22
all docs

22
docs citations

22
times ranked

865
citing authors

#	ARTICLE	IF	CITATIONS
1	The impact of contractual governance on forms of opportunism. <i>Industrial Marketing Management</i> , 2022, 102, 89-103.	6.7	8
2	The effect of distributors' relationship exploration on relationship quality under market uncertainty. <i>Industrial Marketing Management</i> , 2021, 93, 344-355.	6.7	9
3	Distributors' customer-driving capability under supplier encroachment. <i>Industrial Marketing Management</i> , 2021, 94, 52-65.	6.7	9
4	Reconsidering network embeddedness: Effects on different forms of opportunism. <i>Journal of Business Research</i> , 2021, 131, 12-24.	10.2	10
5	Exploratory and exploitative OFDI from emerging markets: Impacts on firm performance. <i>International Business Review</i> , 2020, 29, 101661.	4.8	32
6	The role of sales representatives in cross-cultural business-to-business relationships. <i>Industrial Marketing Management</i> , 2019, 78, 227-238.	6.7	13
7	Contract learning in the aftermath of exchange disruptions: An empirical study of renewing interfirm relationships. <i>Industrial Marketing Management</i> , 2018, 71, 215-226.	6.7	24
8	Explorative versus exploitative alliances: evidence from the glass industry in China. <i>Journal of Chinese Economic and Business Studies</i> , 2015, 13, 127-146.	2.8	4
9	Pride as a Double-Edged Sword: Effects of CEO Hubris on Firm Market Exploration and Exploitation. <i>Proceedings - Academy of Management</i> , 2014, 2014, 10757.	0.1	1
10	When does FDI matter? The roles of local institutions and ethnic origins of FDI. <i>International Business Review</i> , 2013, 22, 450-465.	4.8	92
11	Observer Effects of Punishment in a Distribution Network. <i>Journal of Marketing Research</i> , 2013, 50, 627-643.	4.8	50
12	Observer Effects of Punishment in a Distribution Network. <i>Journal of Marketing Research</i> , 2013, 50, 627-643.	4.8	31
13	The role of program fairness in asymmetrical channel relationships. <i>Industrial Marketing Management</i> , 2011, 40, 1368-1376.	6.7	34
14	Power or Market? Location Determinants of Multinational Headquarters in China. <i>Environment and Planning A</i> , 2011, 43, 2364-2383.	3.6	13
15	Managing Distributors' Changing Motivations over the Course of a Joint Sales Program. <i>Journal of Marketing</i> , 2010, 74, 32-47.	11.3	26
16	Managing Distributors' Changing Motivations over the Course of a Joint Sales Program. <i>Journal of Marketing</i> , 2010, 74, 32-47.	11.3	29
17	Materialism among Adolescents in China: A Historical Generation Perspective. <i>Journal of Asia Business Studies</i> , 2009, 3, 56-64.	2.2	21
18	Intra- and Interfirm Coordination of Export Manufacturers: A Cluster Analysis of Indigenous Chinese Exporters. <i>Journal of International Marketing</i> , 2008, 16, 108-135.	4.4	35

#	ARTICLE	IF	CITATIONS
19	When Does <i>Guanxi</i> Matter? Issues of Capitalization and Its Dark Sides. Journal of Marketing, 2008, 72, 12-28.	11.3	327
20	When Does <i>Guanxi</i> Matter? Issues of Capitalization and Its Dark Sides. Journal of Marketing, 2008, 72, 12-28.	11.3	512
21	A social institutional approach to identifying generation cohorts in China with a comparison with American consumers. Journal of International Business Studies, 2007, 38, 836-853.	7.3	128
22	IMPROVING MEDIA DECISIONS IN CHINA: A Targetability and Cost-Benefit Analysis. Journal of Advertising, 2005, 34, 49-63.	6.6	22