

Ken Matsuno

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2793719/publications.pdf>

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4
papers

786
citations

1937685
4
h-index

2272923
4
g-index

4
all docs

4
docs citations

4
times ranked

579
citing authors

#	ARTICLE	IF	CITATIONS
1	The Effects of Entrepreneurial Proclivity and Market Orientation on Business Performance. Journal of Marketing, 2002, 66, 18-32.	11.3	748
2	Entrepreneurial proclivity: its environmental conditions and growth consequences. Journal of Strategic Marketing, 2016, 24, 20-33.	5.5	15
3	Proactive marketing response to population aging: The roles of capabilities and commitment of firms. Journal of Business Research, 2020, 113, 93-104.	10.2	14
4	Firms' (non)responses: The role of ambivalence in the case of population aging in Japan. Long Range Planning, 2019, 52, 236-254.	4.9	9