

Simone Guercini

List of Publications by Year in descending order

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Version: 2024-02-01

92
papers

1,525
citations

279798

23
h-index

377865

34
g-index

105
all docs

105
docs citations

105
times ranked

882
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 innovation nurtures well-being in enthusiast communities. <i>Innovation: Management, Policy and Practice</i> , 2022, 24, 522-551.	3.9	2
3	Outsidership, network positions and cooperation among internationalizing SMEs: An industry evolutionary perspective. <i>International Business Review</i> , 2022, 31, 101970.	4.8	12
4	Internationalization of Luxury Fashion Firms. <i>Palgrave Advances in Luxury</i> , 2022, , .	0.2	2
5	Sustainability in fashion and luxury marketing: Results, paradoxes and potentialities. <i>Journal of Global Fashion Marketing</i> , 2022, 13, 91-100.	3.7	5
6	Luxury and Internationalization: Motives and Features. <i>Palgrave Advances in Luxury</i> , 2022, , 15-37.	0.2	0
7	Internationalization and Business Models of Luxury Fashion SMEs: Some Emerging Issues. <i>Palgrave Advances in Luxury</i> , 2022, , 165-186.	0.2	0
8	Decisions when interacting in customer-supplier relationships. <i>Industrial Marketing Management</i> , 2022, 105, 380-387.	6.7	3
9	Heuristics in decision-making by exporting textiles SMEs. <i>Journal of Global Fashion Marketing</i> , 2021, 12, 1-15.	3.7	8
10	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
11	Conviviality as social practice in business relationships: concepts and insights from a case of expatriates. <i>Journal of Business and Industrial Marketing</i> , 2021, 36, 357-371.	3.0	1
12	Animating business relationships through community social capital: an insight into conviviality. <i>Journal of Enterprising Communities</i> , 2021, ahead-of-print, .	2.5	1
13	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
14	Guest editorial New challenges for business actors and positive heuristics. <i>Management Decision</i> , 2021, 59, 1585-1597.	3.9	4
15	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
16	How international marketers make decisions: exploring approaches to learning and using heuristics. <i>International Marketing Review</i> , 2021, ahead-of-print, .	3.6	1
17	Heuristics in international business: A systematic literature review and directions for future research. <i>Journal of International Management</i> , 2020, 26, 100782.	4.2	36
18	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

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19	Exploring SMEs' qualitative growth and networking through formalization. <i>Competitiveness Review</i> , 2020, 30, 397-415.	2.6	6
20	Supplier evolution in global value chains and the new brand game from an attention-based view. <i>Global Strategy Journal</i> , 2020, 10, 520-555.	7.4	22
21	Passion driving entrepreneurship and lifestyle migration: insights from the lutherie of Cremona. <i>Journal of International Entrepreneurship</i> , 2020, 18, 373-392.	3.0	13
22	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
23	A radical constructivist approach to boundaries in business network research. <i>Industrial Marketing Management</i> , 2020, 91, 510-520.	6.7	14
24	Discovering Passion Through Entrepreneurial Stories: Emerging Features from Content Analysis. , 2020, , 29-53.		0
25	Introducing and Framing the Connections Between Passion and Entrepreneurship. , 2020, , 1-28.		0
26	Conviviality in Leather and Fashion Entrepreneurial Communities: Emerging Results from an Exploratory Research. <i>Textile Science and Clothing Technology</i> , 2020, , 159-180.	0.5	0
27	Heuristics as tales from the field: the problem of scope. <i>Mind and Society</i> , 2019, 18, 191-205.	1.3	15
28	Developing fashion retail operations to growth in emerging markets. <i>Journal of Global Fashion Marketing</i> , 2019, 10, 145-162.	3.7	8
29	Patrizia Pepe: Unconventional Innovation and Integration in Fashion Supply Chain. <i>Palgrave Studies in Practice Global Fashion Brand Management</i> , 2019, , 25-44.	0.0	1
30	Understanding changes within business networks: evidences from the international expansion of fashion firms. <i>Journal of Business and Industrial Marketing</i> , 2019, 34, 192-204.	3.0	15
31	Newness and heritage in business networks: Case analysis of university spin-offs. <i>Industrial Marketing Management</i> , 2019, 80, 139-148.	6.7	11
32	New marketing in fashion e-commerce. <i>Journal of Global Fashion Marketing</i> , 2018, 9, 1-8.	3.7	65
33	The role of e-commerce in the internationalization of Spanish luxury fashion multi-brand retailers. <i>Journal of Global Fashion Marketing</i> , 2018, 9, 59-72.	3.7	18
34	Educational Marketing Strategic Approach in a Diagnostic Imaging Company. , 2018, , .		1
35	The role of actors in interactions between "innovation ecosystems" drivers and implications. <i>IMP Journal</i> , 2018, 12, 333-345.	0.8	11
36	Formalizing in business networks as a tool for industrial policy. <i>IMP Journal</i> , 2017, 11, 91-108.	0.8	16

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37	Customer-driven supply chains under IMP lens. <i>IMP Journal</i> , 2017, 11, 289-300.	0.8	9
38	One country, multiple country-related effects: An international comparative analysis among emerging countries on Italian fashion products. <i>Journal of Global Fashion Marketing</i> , 2017, 8, 98-112.	3.7	10
39	Extreme luxury fashion: business model and internationalization process. <i>International Marketing Review</i> , 2017, 34, 403-424.	3.6	31
40	Paths of evolution for the Chinese migrant entrepreneurship: a multiple case analysis in Italy. <i>Journal of International Entrepreneurship</i> , 2017, 15, 266-294.	3.0	19
41	Conviviality and its impact on business relationships: insights into an entrepreneurial textile-clothing community. <i>Journal of Global Fashion Marketing</i> , 2017, 8, 235-249.	3.7	1
42	Concluding Remarks: The Benefits of Overcoming Local Liabilities. , 2017, , 209-217.		1
43	Liabilities of Native and Immigrant Entrepreneurship in the Processes of Globalization. , 2017, , 7-29.		2
44	Local liabilities between immigrant and native entrepreneurship in clusters and global value chains. , 2017, , 133-151.		4
45	Contesti e attori dell'innovazione. <i>Economia E Societ� Regionale</i> , 2017, , 84-100.	0.0	0
46	Liabilities of Foreignness and Outsidership in the Evolution of Immigrant Chinese Entrepreneurship. , 2017, , 133-148.		0
47	Passion et entrepreneuriat: Vers un entrepreneur tribal?. <i>Revue De L'entrepreneuriat</i> , 2016, Vol. 15, 15-42.	0.2	26
48	A Black Swan in the district? An IMP perspective on immigrant entrepreneurship and changes in industrial districts. <i>IMP Journal</i> , 2016, 10, 243-259.	0.8	14
49	Interaction Approach and Liabilities: A Case Analysis of Start-Up Firms. <i>Journal of Business-to-Business Marketing</i> , 2016, 23, 293-309.	1.5	12
50	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
51	Conviviality behavior in entrepreneurial communities and business networks. <i>Journal of Business Research</i> , 2016, 69, 770-776.	10.2	30
52	Beyond Appearances: The Hidden Meanings of Sustainable Luxury. <i>Environmental Footprints and Eco-design of Products and Processes</i> , 2016, , 51-72.	1.1	4
53	Relationship beginning and serendipity: insights from an Italian case study. <i>IMP Journal</i> , 2015, 9, 233-249.	0.8	4
54	Buyer-seller interaction in facility services. <i>Journal of Service Theory and Practice</i> , 2015, 25, 162-180.	3.2	6

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55	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
56	Actorsâ€™ 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
57	Heuristics in customerâ€™supplier interaction. <i>Industrial Marketing Management</i> , 2015, 48, 26-37.	6.7	54
58	An interdisciplinary method for brand association research. <i>Management Decision</i> , 2014, 52, 724-736.	3.9	10
59	Exploring brand associations: an innovative methodological approach. <i>European Journal of Marketing</i> , 2014, 48, 1092-1112.	2.9	50
60	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
61	Profiting from Creative Performance and Business Models over Time. <i>International Studies of Management and Organization</i> , 2014, 44, 26-42.	0.6	5
62	Guanxi and distribution in China: the case of Ferrero Group. <i>International Review of Retail, Distribution and Consumer Research</i> , 2014, 24, 294-310.	2.0	9
63	On the trail of supply side authenticity: Paradoxes and compromises emerging from an action research. <i>Journal of Consumer Behaviour</i> , 2014, 13, 176-187.	4.2	6
64	New qualitative research methodologies in management. <i>Management Decision</i> , 2014, 52, 662-674.	3.9	68
65	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
66	New business models in online hotel distribution: emerging private sales versus leading IDS. <i>Service Business</i> , 2013, 7, 183-205.	4.2	47
67	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
68	Integrating countryâ€™ofâ€™origin image and brand image in corporate rebranding: the case of China. <i>Marketing Intelligence and Planning</i> , 2013, 31, 508-521.	3.5	18
69	Sustainability and Luxury: The Italian Case of a Supply Chain Based on Native Wools. <i>Journal of Corporate Citizenship</i> , 2013, 2013, 76-89.	0.2	32
70	Discontinuity in interaction. findings from two cases in the Italian context. <i>Mercati & CompetitivitÃ</i> , 2013, , 53-72.	0.1	0
71	Le medie imprese tra continuitÃ strategica e cambiamento nella crisi economica mondiale. <i>Mercati & CompetitivitÃ</i> , 2013, , 11-24.	0.1	3
72	Creation of Fashion Trends and Role of the Bureau de Style for Textile Innovation. <i>Journal of Global Fashion Marketing</i> , 2012, 3, 12-21.	3.7	9

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73	A strategic supply chain approach: consortium marketing in the Italian leatherwear industry. <i>Marketing Intelligence and Planning</i> , 2012, 30, 700-716.	3.5	21
74	New approaches to heuristic processes and entrepreneurial cognition of the market. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2012, 14, 199-213.	1.2	35
75	Defining market approaches in cultural organizations: an analysis of Italian theatres. <i>Arts Marketing an International Journal</i> , 2012, 2, 52-69.	0.7	1
76	Relational paths in business network dynamics: Evidence from the fashion industry. <i>Industrial Marketing Management</i> , 2012, 41, 807-815.	6.7	28
77	Integrating Design and Fashion Marketing. <i>Journal of Global Fashion Marketing</i> , 2012, 3, 1-4.	3.7	6
78	Marketing Cooperation and Public Policy in Italian Networks of Fashion Firms. , 2011, , 163-184.		2
79	Business networks and retail internationalization: A case analysis in the fashion industry. <i>Industrial Marketing Management</i> , 2010, 39, 908-916.	6.7	61
80	The integration between marketing and purchasing in the traceability process. <i>Industrial Marketing Management</i> , 2009, 38, 883-891.	6.7	40
81	On Line Media Market and New Advertising Agencies: Analysis of an Italian Case. <i>Journal of Service Science and Management</i> , 2009, 02, 117-128.	0.5	0
82	Matching format strategy and sourcing strategy in clothing retail: a conceptual representation. <i>International Journal of Process Management and Benchmarking</i> , 2008, 2, 185.	0.2	6
83	Cognitive source and clothing retail. <i>Journal of Fashion Marketing and Management</i> , 2007, 11, 398-412.	2.2	3
84	International competitive change and strategic behaviour of Italian textile&apparel firms. <i>Journal of Fashion Marketing and Management</i> , 2004, 8, 320-339.	2.2	34
85	Sourcing Strategies in Clothing Retail Firms: Product Complexity versus Overseas Supply Chain. <i>Journal of Customer Behavior</i> , 2004, 3, 305-334.	0.0	21
86	Developing the researcher&manager interface in the case analysis process. <i>Management Decision</i> , 2004, 42, 464-472.	3.9	46
87	Entrepreneurial image of demand in the Italian yarn firms. <i>Journal of Fashion Marketing and Management</i> , 2003, 7, 272-281.	2.2	4
88	Relation between branding and growth of the firm in new quick fashion formulas: analysis of an Italian case. <i>Journal of Fashion Marketing and Management</i> , 2001, 5, 69-79.	2.2	43
89	Store Openings and Sourcing Strategies in the Internationalization of Fashion Industrial Retailers. <i>Advances in Logistics, Operations, and Management Science Book Series</i> , 0, , 374-397.	0.4	3
90	Matching Manufacturing and Retailing Models in Fashion. , 0, , 959-974.		0

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91	Matching Manufacturing and Retailing Models in Fashion. Advances in Logistics, Operations, and Management Science Book Series, 0, , 235-250.	0.4	0
92	An online research approach for a dual perspective analysis of brand associations in art museums. International Review on Public and Nonprofit Marketing, 0, , 1.	2.0	0