

Robert Opoku

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6157626/publications.pdf>

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8
papers

286
citations

1307594
7
h-index

1588992
8
g-index

8
all docs

8
docs citations

8
times ranked

213
citing authors

#	ARTICLE	IF	CITATIONS
1	Communicating brand personality: are the web sites doing the talking for food SMEs?. Qualitative Market Research, 2007, 10, 362-374.	1.5	62
2	Entrepreneurs' improvisational behavior and new venture performance: Firm-level and institutional contingencies. Journal of Business Research, 2018, 83, 10-18.	10.2	56
3	The Moderating Influence of Competitive Intensity on the Relationship between CEOs' Regulatory Foci and SME Internationalization. Journal of International Management, 2017, 23, 268-278.	4.2	50
4	The impact of internal marketing on the perception of service quality in retail banking: A Ghanaian case. Journal of Financial Services Marketing, 2009, 13, 317-329.	3.4	45
5	Electronic supply chain management applications by Swedish SMEs. Enterprise Information Systems, 2007, 1, 255-268.	4.7	37
6	Employee perceptions of market orientation in the banking industry: A case from a developing country. Journal of Financial Services Marketing, 2011, 16, 139-152.	3.4	22
7	Applying the Animosity Model in Foreign Product Purchases: Evidence from an Emerging Nation. Journal of International Consumer Marketing, 2016, 28, 121-134.	3.7	10
8	Perceived Regulatory Burden, Institutional Ties, Financial Resource Capability and Corporate Social Performance in a Sub-Saharan African Economy. Journal of General Management, 2016, 41, 13-31.	1.2	4