

Matilde Milanesi

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8603662/publications.pdf>

Version: 2024-02-01

25
papers

361
citations

840776

11
h-index

839539

18
g-index

31
all docs

31
docs citations

31
times ranked

243
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	Blockchain technologies for museum management. The case of the loan of cultural objects. <i>Current Issues in Tourism</i> , 2022, 25, 3042-3056.	7.2	8
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	It ain't over till it's over: exploring the post-failure phase of new ventures in business networks. <i>Journal of Business and Industrial Marketing</i> , 2022, 37, 64-76.	3.0	3
7	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
8	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
9	Omnichannel Retailing and Brand Equity: A New Balance to Achieve. , 2021, , 31-49.		1
10	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
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	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
13	Exploring SMEs' qualitative growth and networking through formalization. <i>Competitiveness Review</i> , 2020, 30, 397-415.	2.6	6
14	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
15	Discovering Passion Through Entrepreneurial Stories: Emerging Features from Content Analysis. , 2020, , 29-53.		0
16	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
17	Newness and heritage in business networks: Case analysis of university spin-offs. <i>Industrial Marketing Management</i> , 2019, 80, 139-148.	6.7	11
18	Exploring passion in hobby-related entrepreneurship. Evidence from Italian cases. <i>Journal of Business Research</i> , 2018, 92, 423-430.	10.2	54

#	ARTICLE	IF	CITATIONS
19	Extreme luxury fashion: business model and internationalization process. <i>International Marketing Review</i> , 2017, 34, 403-424.	3.6	31
20	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
21	Liabilities of Foreignness and Outsidership in the Evolution of Immigrant Chinese Entrepreneurship. , 2017, , 133-148.		0
22	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
23	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
24	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
25	An online research approach for a dual perspective analysis of brand associations in art museums. <i>International Review on Public and Nonprofit Marketing</i> , 0, , 1.	2.0	0