

# Kevin Zheng Zhou

## List of Publications by Year in descending order

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94  
papers

12,503  
citations

57758

44  
h-index

54911

84  
g-index

94  
all docs

94  
docs citations

94  
times ranked

6205  
citing authors

#	ARTICLE	IF	CITATIONS
1	Green Practices and Customer Evaluations of the Service Experience: The Moderating Roles of External Environmental Factors and Firm Characteristics. <i>Journal of Business Ethics</i> , 2023, 183, 237-253.	6.0	5
2	Is failure the mother of success? Prior failure experience and cross-border M&A completion by emerging market firms. <i>Asia Pacific Journal of Management</i> , 2023, 40, 775-813.	4.5	8
3	Is Interpersonal Guanxi Beneficial in Fostering Interfirm Trust? The Contingent Effect of Institutional- and Individual-Level Characteristics. <i>Journal of Business Ethics</i> , 2022, 176, 575-592.	6.0	16
4	Belt and Road Initiative, globalization and institutional changes: implications for firms in Asia. <i>Asia Pacific Journal of Management</i> , 2022, 39, 843-856.	4.5	11
5	Financial munificence, R&D intensity, and new venture survival: critical roles of CEO attributes. <i>Small Business Economics</i> , 2022, 59, 1641-1659.	6.7	5
6	Loose lips sink ships: The double-edged effect of distributor voice on channel relationship performance. <i>Industrial Marketing Management</i> , 2022, 102, 141-152.	6.7	4
7	Drinking poison to quench thirst: Does bribery foster firm performance in China?. <i>Journal of Business Research</i> , 2022, 147, 505-517.	10.2	11
8	Asset specificity asymmetry and supplier opportunism in buyer-supplier exchanges. <i>Journal of Business Research</i> , 2022, 149, 85-100.	10.2	10
9	How managerial ties affect hotels' proactive environmental practices in China: The contingent role of institutional environments. <i>International Journal of Hospitality Management</i> , 2021, 95, 102756.	8.8	13
10	When more is better: a contingent view of alliance partner multiplicity and a focal firm's product innovation performance in China. <i>Innovation: Management, Policy and Practice</i> , 2021, 23, 507-533.	3.9	2
11	E-platform use and exporting in the context of Alibaba: A signaling theory perspective. <i>Journal of International Business Studies</i> , 2021, 52, 1501-1528.	7.3	33
12	Is Ambidextrous Innovation Strategy Beneficial to International Joint Venture Performance? Evidence from China. <i>Journal of International Marketing</i> , 2021, 29, 1-21.	4.4	14
13	How does human capital foster product innovation? The contingent roles of industry cluster features. <i>Journal of Business Research</i> , 2021, 130, 335-347.	10.2	30
14	Stakeholder Relationship Capability and Firm Innovation: A Contingent Analysis. <i>Journal of Business Ethics</i> , 2020, 167, 111-125.	6.0	59
15	Does customer participation hurt new product development performance? Customer role, product newness, and conflict. <i>Journal of Business Research</i> , 2020, 109, 246-259.	10.2	48
16	Inter-partner control, trust, and radical innovation of IJVs in China: A contingent governance perspective. <i>Industrial Marketing Management</i> , 2020, 88, 70-83.	6.7	23
17	The Origins of Trust Asymmetry in International Relationships: An Institutional View. <i>Journal of International Marketing</i> , 2020, 28, 81-101.	4.4	24
18	Interpersonal guanxi and partner extra-role behavior: Mediating role of relational and transactional governance strategy. <i>Industrial Marketing Management</i> , 2020, 91, 551-562.	6.7	27

#	ARTICLE	IF	CITATIONS
19	When Benefits are Lost: Contextualizing CSR, Marketing Capability, and Firm Performance in China. Proceedings - Academy of Management, 2020, 2020, 19824.	0.1	1
20	Deviant versus Aspirational Risk Taking: The Effects of Performance Feedback on Bribery Expenditure and R&D Intensity. Academy of Management Journal, 2019, 62, 1226-1251.	6.3	245
21	Institutional forces and customer participation in new product development: A Yin-Yang perspective. Industrial Marketing Management, 2019, 82, 188-198.	6.7	26
22	Product newness and product performance in new ventures: Contingent roles of market knowledge breadth and tacitness. Industrial Marketing Management, 2019, 76, 231-241.	6.7	47
23	Environmental Strategy, Institutional Force, and Innovation Capability: A Managerial Cognition Perspective. Journal of Business Ethics, 2019, 159, 1147-1161.	6.0	181
24	Political and Economic Institutions: The Effect of State Ownership on Foreign Direct Investment (WITHDRAWN). Proceedings - Academy of Management, 2019, 2019, 10338.	0.1	0
25	Is Money Always Good for New Venture R&D and Survival? The Dark Side of Financial Munificence. Proceedings - Academy of Management, 2019, 2019, 19164.	0.1	0
26	How do incentives motivate absorptive capacity development? The mediating role of employee learning and relational contingencies. Journal of Business Research, 2018, 85, 226-237.	10.2	21
27	Institutions and opportunism in buyer-supplier exchanges: the moderated mediating effects of contractual and relational governance. Journal of the Academy of Marketing Science, 2018, 46, 1014-1031.	11.2	98
28	Suppressing partner opportunism in emerging markets: Contextualizing institutional forces in supply chain management. Journal of Business Research, 2018, 90, 1-13.	10.2	50
29	The Dynamic Interplay of Contracts and Trust: Untangling Between- and Within-Dyad Effects. Proceedings - Academy of Management, 2018, 2018, 13812.	0.1	1
30	How Can International Ventures Utilize Marketing Capability in Emerging Markets? Its Contingent Effect on New Product Development. Journal of International Marketing, 2018, 26, 1-17.	4.4	37
31	Is Ambidexterity Strategy Beneficial to International Joint Venture Performance. Proceedings - Academy of Management, 2018, 2018, 13810.	0.1	0
32	How Does Environmental Corporate Social Responsibility Matter in a Dysfunctional Institutional Environment? Evidence from China. Journal of Business Ethics, 2017, 140, 209-223.	6.0	189
33	Untangling the safeguarding and coordinating functions of contracts: Direct and contingent value in China. Journal of Business Research, 2017, 78, 184-192.	10.2	16
34	A Contingent View of Partner Coopetition in International Joint Ventures. Journal of International Marketing, 2017, 25, 42-60.	4.4	56
35	Government role, governance mechanisms, and foreign partner opportunism in IJVs. Journal of Business Research, 2017, 76, 98-107.	10.2	30
36	State Ownership and Firm Innovation in China: An Integrated View of Institutional and Efficiency Logics. Administrative Science Quarterly, 2017, 62, 375-404.	6.9	654

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37	The Dyadic Governance: Joint Trust, Trust Asymmetry, and Exchange Performance. Proceedings - Academy of Management, 2017, 2017, 12003.	0.1	0
38	When can you trust "trust"? Calculative trust, relational trust, and supplier performance. Strategic Management Journal, 2016, 37, 724-741.	7.3	284
39	Supply chain management in emerging markets. Journal of Operations Management, 2016, 46, 1-4.	5.2	31
40	Exploitation and Exploration in International Joint Ventures: Moderating Effects of Partner Control Imbalance and Product Similarity. Journal of International Marketing, 2016, 24, 20-38.	4.4	47
41	How to enhance supplier performance in China: An integrative view of partner selection and partner control. Industrial Marketing Management, 2016, 56, 156-166.	6.7	29
42	Are Political Ties and Market Capabilities Complements or Substitutes for Firm Performance?. Proceedings - Academy of Management, 2016, 2016, 14833.	0.1	1
43	Product innovativeness and product performance of new ventures in China. Proceedings - Academy of Management, 2016, 2016, 16044.	0.1	0
44	The Effect of Institutional Environment and Governance Choices on IJV Foreign Partner Opportunism. Proceedings - Academy of Management, 2016, 2016, 15706.	0.1	0
45	How does technological diversity in supplier network drive buyer innovation? Relational process and contingencies. Journal of Operations Management, 2015, 36, 165-177.	5.2	139
46	"Motivating Absorptive Capacity Development: The Roles of Incentives, Leadership, and Teamwork". Proceedings - Academy of Management, 2015, 2015, 18727.	0.1	1
47	Compliance or Resistance: Firms' responses to Corruption and Performance in an Emerging Economy. Proceedings - Academy of Management, 2015, 2015, 12282.	0.1	0
48	Exploitative-Explorative Strategy in IJVs: Moderating Role of Partner Competition and Coordination. Proceedings - Academy of Management, 2015, 2015, 16344.	0.1	0
49	Strategic Orientation, Foreign Parent Control, and Differentiation Capability Building of International Joint Ventures in an Emerging Market. Journal of International Marketing, 2014, 22, 30-49.	4.4	41
50	The evolving role of managerial ties and firm capabilities in an emerging economy: evidence from China. Journal of the Academy of Marketing Science, 2014, 42, 581-595.	11.2	95
51	Are relational ties always good for knowledge acquisition? Buyer-supplier exchanges in China. Journal of Operations Management, 2014, 32, 88-98.	5.2	209
52	Managing contracts for fairness in buyer-supplier exchanges. Strategic Management Journal, 2014, 35, 1508-1527.	7.3	148
53	"When Can You Trust "Trust"? Calculative Trust, Relational Trust, and Supplier Performance". Proceedings - Academy of Management, 2014, 2014, 10191.	0.1	2
54	NPD speed vs. innovativeness: The contingent impact of institutional and market environments. Journal of Business Research, 2013, 66, 2355-2362.	10.2	117

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55	Governing interfirm knowledge transfer in the Chinese market: The interplay of formal and informal mechanisms. <i>Industrial Marketing Management</i> , 2013, 42, 783-791.	6.7	60
56	Technological Capability Growth and Performance Outcome: Foreign versus Local Firms in China. <i>Journal of International Marketing</i> , 2013, 21, 1-16.	4.4	34
57	Is Product Imitation Good for Firm Performance? An Examination of Product Imitation Types and Contingency Factors. <i>Journal of International Marketing</i> , 2012, 20, 1-16.	4.4	83
58	How foreign firms curtail local supplier opportunism in China: Detailed contracts, centralized control, and relational governance. <i>Journal of International Business Studies</i> , 2012, 43, 677-692.	7.3	231
59	External learning, market dynamics, and radical innovation: Evidence from China's high-tech firms. <i>Journal of Business Research</i> , 2012, 65, 1226-1233.	10.2	105
60	How knowledge affects radical innovation: Knowledge base, market knowledge acquisition, and internal knowledge sharing. <i>Strategic Management Journal</i> , 2012, 33, 1090-1102.	7.3	696
61	Network-based market knowledge and product innovativeness. <i>Marketing Letters</i> , 2012, 23, 309-324.	2.9	42
62	The Effects of Business and Political Ties on Firm Performance: Evidence from China. <i>Journal of Marketing</i> , 2011, 75, 1-15.	11.3	620
63	The Effects of Business and Political Ties on Firm Performance: Evidence from China. <i>Journal of Marketing</i> , 2011, 75, 1-15.	11.3	331
64	Relational mechanisms, formal contracts, and local knowledge acquisition by international subsidiaries. <i>Strategic Management Journal</i> , 2010, 31, 349-370.	7.3	132
65	Technological capability, strategic flexibility, and product innovation. <i>Strategic Management Journal</i> , 2010, 31, 547-561.	7.3	360
66	Exchange hazards, relational reliability, and contracts in China: The contingent role of legal enforceability. <i>Journal of International Business Studies</i> , 2010, 41, 861-881.	7.3	394
67	How strategic orientations influence the building of dynamic capability in emerging economies. <i>Journal of Business Research</i> , 2010, 63, 224-231.	10.2	385
68	How foreign firms achieve competitive advantage in the Chinese emerging economy: Managerial ties and market orientation. <i>Journal of Business Research</i> , 2010, 63, 856-862.	10.2	192
69	Competitive position, managerial ties, and profitability of foreign firms in China: an interactive perspective. <i>Journal of International Business Studies</i> , 2009, 40, 339-352.	7.3	251
70	Customer Orientation or Competitor Orientation. <i>Cornell Hospitality Quarterly</i> , 2009, 50, 19-28.	3.8	45
71	Market orientation, competitive advantage, and performance: A demand-based perspective. <i>Journal of Business Research</i> , 2009, 62, 1063-1070.	10.2	300
72	Harmonizing conflict in husbandâ€™wife purchase decision making: perceived fairness and spousal influence dynamics. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 378-394.	11.2	18

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73	Do managerial ties in China always produce value? Competition, uncertainty, and domestic vs. foreign firms. <i>Strategic Management Journal</i> , 2008, 29, 383-400.	7.3	641
74	Market orientation, job satisfaction, product quality, and firm performance: evidence from China. <i>Strategic Management Journal</i> , 2008, 29, 985-1000.	7.3	261
75	Examining the Conditional Limits of Relational Governance: Specialized Assets, Performance Ambiguity, and Long-standing Ties. <i>Journal of Management Studies</i> , 2008, 45, 1195-1216.	8.3	185
76	Relational ties or customized contracts? An examination of alternative governance choices in China. <i>Journal of International Business Studies</i> , 2008, 39, 526-534.	7.3	145
77	Alternative Origins to Interorganizational Trust: An Interdependence Perspective on the Shadow of the Past and the Shadow of the Future. <i>Organization Science</i> , 2008, 19, 39-55.	4.5	370
78	The effects of customer and competitor orientations on performance in global markets: a contingency analysis. <i>Journal of International Business Studies</i> , 2007, 38, 303-319.	7.3	157
79	On what should firms focus in transitional economies? A study of the contingent value of strategic orientations in China. <i>International Journal of Research in Marketing</i> , 2007, 24, 3-15.	4.2	155
80	Global Brand Expansion. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 2007, 48, 13-27.	1.1	29
81	How does strategic orientation matter in Chinese firms?. <i>Asia Pacific Journal of Management</i> , 2007, 24, 447-466.	4.5	99
82	How do enhanced and unique features affect new product preference? The moderating role of product familiarity. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 53-62.	11.2	76
83	Active trust development of local senior managers in international subsidiaries. <i>Journal of Business Research</i> , 2006, 59, 73-80.	10.2	40
84	Social alienation in a transitional economy: Antecedents and impact on attitude toward social reform. <i>Journal of Business Research</i> , 2006, 59, 990-998.	10.2	9
85	Innovation, imitation, and new product performance: The case of China. <i>Industrial Marketing Management</i> , 2006, 35, 394-402.	6.7	303
86	Organizational changes in emerging economies: drivers and consequences. <i>Journal of International Business Studies</i> , 2006, 37, 248-263.	7.3	139
87	Development and validation of an instrument to measure user perceived service quality of information presenting Web portals. <i>Information and Management</i> , 2005, 42, 575-589.	6.5	411
88	The Effects of Strategic Orientations on Technology- and Market-Based Breakthrough Innovations. <i>Journal of Marketing</i> , 2005, 69, 42-60.	11.3	1,269
89	Developing strategic orientation in China: antecedents and consequences of market and innovation orientations. <i>Journal of Business Research</i> , 2005, 58, 1049-1058.	10.2	247
90	Employee's Perceptions of Market Orientation in a Transitional Economy. <i>Journal of Global Marketing</i> , 2004, 17, 5-22.	3.4	15

#	ARTICLE	IF	CITATIONS
91	Face consciousness and risk aversion: Do they affect consumer decision-making?. Psychology and Marketing, 2003, 20, 733-755.	8.2	313
92	Broadening the foreign market entry mode decision: separating ownership and control. Journal of International Business Studies, 2003, 34, 473-488.	7.3	100
93	A paradox of priceâ€“quality and market efficiency: a comparative study of the US and China markets. International Journal of Research in Marketing, 2002, 19, 349-365.	4.2	102
94	Alternative Origins to Interorganizational Trust: An Interdependence Perspective on the Shadow of the Past and the Shadow of the Future. SSRN Electronic Journal, 0, , .	0.4	19