

# Erin Cavusgil

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10804507/publications.pdf>

Version: 2024-02-01

17  
papers

892  
citations

759233

12  
h-index

888059

17  
g-index

17  
all docs

17  
docs citations

17  
times ranked

800  
citing authors

| #  | ARTICLE  | IF   | CITATIONS |
|----|--|------|-----------|
| 1  | Managing global megaprojects: Complexity and risk management. <i>International Business Review</i> , 2013, 22, 905-917.  | 4.8  | 203       |
| 2  | International new venture performance: Role of international entrepreneurial culture, ambidextrous innovation, and dynamic marketing capabilities. <i>International Business Review</i> , 2020, 29, 101639.              | 4.8  | 108       |
| 3  | Marketing capabilities, positional advantage, and performance of born global firms: Contingent effect of ambidextrous innovation. <i>International Business Review</i> , 2017, 26, 527-543.                              | 4.8  | 101       |
| 4  | The innovativeness of Born-Globals and customer orientation: Learning from Indian Born-Globals. <i>Journal of Business Research</i> , 2011, 64, 879-886.   | 10.2 | 89        |
| 5  | The role of market orientation, relational capital, and internationalization speed in foreign market exit and re-entry decisions under turbulent conditions. <i>International Business Review</i> , 2018, 27, 1105-1115. | 4.8  | 78        |
| 6  | Reflections on international marketing: destructive regeneration and multinational firms. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 202-217.  | 11.2 | 67        |
| 7  | Middle-Class Consumers in Emerging Markets: Conceptualization, Propositions, and Implications for International Marketers. <i>Journal of International Marketing</i> , 2018, 26, 94-108.                                 | 4.4  | 60        |
| 8  | Complements or Substitutes? Internal Technological Strength, Competitor Alliance Participation, and Innovation Development. <i>Journal of Product Innovation Management</i> , 2013, 30, 750-762.                         | 9.5  | 50        |
| 9  | The role of economic and normative signals in international prosocial crowdfunding: An illustration using market orientation and psychological capital. <i>International Business Review</i> , 2018, 27, 208-217.        | 4.8  | 43        |
| 10 | Social stratification and mobility among Chinese middle class households: An empirical investigation. <i>International Business Review</i> , 2016, 25, 646-656.  | 4.8  | 21        |
| 11 | Exploring Correlates of Product Launch in Collaborative Ventures: An Empirical Investigation of Pharmaceutical Alliances. <i>Journal of Product Innovation Management</i> , 2009, 26, 360-370.                           | 9.5  | 20        |
| 12 | Cultural entrepreneurship and legitimate distinctiveness in international prosocial crowdfunding. <i>International Business Review</i> , 2019, 28, 802-810.  | 4.8  | 15        |
| 13 | Race for market share gains: How emerging market and advanced economy MNEs perform in each other's turf. <i>Journal of Business Research</i> , 2022, 150, 208-222.   | 10.2 | 12        |
| 14 | Build-operate-transfer projects as a hybrid mode of market entry: The case of Yavuz Sultan Selim Bridge in Istanbul. <i>International Business Review</i> , 2018, 27, 797-802.   | 4.8  | 11        |
| 15 | The new middle class in emerging markets: How values and demographics influence discretionary consumption. <i>Thunderbird International Business Review</i> , 2019, 61, 325-337.   | 1.8  | 9         |
| 16 | Are Pharmaceutical Marketing Decisions Calibrated to Communications Effects?. <i>Health Marketing Quarterly</i> , 2011, 28, 317-336.   | 1.0  | 4         |
| 17 | NUMBER OF R&D ALLIANCES AND INNOVATION OUTPUT – A NONLINEAR RELATIONSHIP EVIDENCE FROM THE PHARMACEUTICAL INDUSTRY. <i>International Journal of Innovation Management</i> , 2016, 20, 1650060.                           | 1.2  | 1         |