

Erin Cavusgil

List of Publications by Year in descending order

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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	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
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	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
4	Cultural entrepreneurship and legitimate distinctiveness in international prosocial crowdfunding. <i>International Business Review</i> , 2019, 28, 802-810.	4.8	15
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	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
7	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
8	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
9	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
10	NUMBER OF R&D ALLIANCES AND INNOVATION OUTPUT "NONLINEAR RELATIONSHIP EVIDENCE FROM THE PHARMACEUTICAL INDUSTRY. <i>International Journal of Innovation Management</i> , 2016, 20, 1650060.	1.2	1
11	Social stratification and mobility among Chinese middle class households: An empirical investigation. <i>International Business Review</i> , 2016, 25, 646-656.	4.8	21
12	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
13	Managing global megaprojects: Complexity and risk management. <i>International Business Review</i> , 2013, 22, 905-917.	4.8	203
14	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
15	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
16	Are Pharmaceutical Marketing Decisions Calibrated to Communications Effects?. <i>Health Marketing Quarterly</i> , 2011, 28, 317-336.	1.0	4
17	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