

# Audrey Gilmore

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10977461/publications.pdf>

Version: 2024-02-01

60  
papers

3,722  
citations

186265

28  
h-index

161849

54  
g-index

64  
all docs

64  
docs citations

64  
times ranked

1889  
citing authors

#	ARTICLE	IF	CITATIONS
1	SME marketing in practice. <i>Marketing Intelligence and Planning</i> , 2001, 19, 6-11.	3.5	367
2	The network construct in entrepreneurship research: a review and critique. <i>Management Decision</i> , 2001, 39, 749-760.	3.9	244
3	Innovative marketing in SMEs. <i>European Journal of Marketing</i> , 2009, 43, 46-61.	2.9	203
4	SME marketing management competencies. <i>International Business Review</i> , 2000, 9, 363-382.	4.8	139
5	Marketing at the Interface: Not "What"™ but "How"™. <i>Journal of Marketing Theory and Practice</i> , 2000, 8, 14-23.	4.8	136
6	Customer loyalty: an empirical study. <i>European Journal of Marketing</i> , 2008, 42, 1084-1094.	2.9	108
7	Networking in SMEs: Evaluating its contribution to marketing activity. <i>International Business Review</i> , 2006, 15, 278-293.	4.8	103
8	Entrepreneurial Marketing by Networking. <i>New England Journal of Entrepreneurship</i> , 1999, 2, 31-38.	2.1	98
9	Competitive advantage in small to medium-sized enterprises. <i>Journal of Strategic Marketing</i> , 2002, 10, 205-223.	5.5	96
10	Entrepreneurial and SME marketing. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2011, 13, 137-145.	1.2	96
11	The conceptual development of customer loyalty measurement: A proposed scale. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2003, 11, 230-243.	0.4	94
12	Anatomy of competitive advantage: towards a contingency theory of entrepreneurial marketing. <i>Journal of Strategic Marketing</i> , 2016, 24, 5-19.	5.5	94
13	Exploring entrepreneurial marketing. <i>Journal of Strategic Marketing</i> , 2015, 23, 94-111.	5.5	90
14	"Integrative" qualitative methods in a services context. <i>Marketing Intelligence and Planning</i> , 1996, 14, 21-26.	3.5	84
15	Small business owner-managers and their attitude to risk. <i>Marketing Intelligence and Planning</i> , 2004, 22, 349-360.	3.5	84
16	Value and alliance capability and the formation of strategic alliances in SMEs: The impact of customer orientation and resource optimisation. <i>Journal of Business Research</i> , 2018, 87, 58-68.	10.2	83
17	Price setting in SMEs: some empirical findings. <i>Journal of Product and Brand Management</i> , 1998, 7, 74-86.	4.3	60
18	Innovative marketing in SMEs: an empirical study. <i>Journal of Strategic Marketing</i> , 2009, 17, 383-396.	5.5	55

#	ARTICLE	IF	CITATIONS
19	Heritage site management: from dark tourism to transformative service experience?. <i>Service Industries Journal</i> , 2015, 35, 898-917.	8.3	53
20	Managing and implementing simultaneous transaction and relationship marketing. <i>International Journal of Bank Marketing</i> , 2004, 22, 468-483.	6.4	49
21	Developing marketing competence and managing in networks: a strategic perspective. <i>Journal of Strategic Marketing</i> , 2000, 8, 183-196.	5.5	47
22	SME marketing networking: a strategic approach. <i>Strategic Change</i> , 2004, 13, 369-382.	4.1	47
23	Developing strategic marketing through the use of marketing networks. <i>Journal of Strategic Marketing</i> , 2005, 13, 81-92.	5.5	45
24	Sustainable tourism marketing at a World Heritage site. <i>Journal of Strategic Marketing</i> , 2007, 15, 253-264.	5.5	43
25	Methodologies For Research at the Marketing/Entrepreneurship Interface. <i>Journal of Research in Marketing and Entrepreneurship</i> , 1999, 1, 41-53.	1.2	36
26	Competitor orientation in successful SMEs: an exploration of the impact on innovation. <i>Journal of Strategic Marketing</i> , 2019, 27, 21-37.	5.5	34
27	Management competences for services marketing. <i>Journal of Services Marketing</i> , 1996, 10, 39-57.	3.0	33
28	Strategic alliances as an element of innovative marketing in SMEs. <i>Journal of Strategic Marketing</i> , 2011, 19, 91-104.	5.5	32
29	Sources of opportunities used by growth minded owner managers of small and medium sized enterprises. <i>International Business Review</i> , 2013, 22, 293-303.	4.8	30
30	A framework for SME retail branding. <i>Journal of Marketing Management</i> , 2015, 31, 1818-1850.	2.3	30
31	The influence of entrepreneurial marketing processes and entrepreneurial self-efficacy on community vulnerability, risk, and resilience. <i>Journal of Strategic Marketing</i> , 2016, 24, 34-46.	5.5	29
32	“Experiential” research methodology: an integrated academic-practitioner “team” approach. <i>Qualitative Market Research</i> , 2001, 4, 66-75.	1.5	25
33	Aggravated fragmentation: A case study of SME behaviour in two emerging heritage tourism regions. <i>Tourism Management</i> , 2017, 60, 81-91.	9.8	23
34	Balancing Transaction and Relationship Marketing in Retail Banking. <i>Journal of Marketing Management</i> , 2004, 20, 431-455.	2.3	22
35	Researching SME/entrepreneurial research. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2013, 15, 87-100.	1.2	22
36	Four questions of entrepreneurial marketing education: Perspectives of university educators. <i>Journal of Business Research</i> , 2020, 113, 189-197.	10.2	22

#	ARTICLE	IF	CITATIONS
37	Academic publishing. <i>European Business Review</i> , 2006, 18, 468-478.	3.4	21
38	Managing strategic change in small and medium-sized enterprises: how do owner-managers hand over their networks?. <i>Strategic Change</i> , 2000, 9, 415-426.	4.1	19
39	Integrating sustainable tourism and marketing management: can National Parks provide the framework for strategic change?. <i>Strategic Change</i> , 2007, 16, 191-200.	4.1	19
40	The strategic marketing of small sports clubs: from fundraising to social entrepreneurship. <i>Journal of Strategic Marketing</i> , 2012, 20, 231-247.	5.5	18
41	Joining a conversation. <i>European Journal of Marketing</i> , 2003, 37, 652-667.	2.9	17
42	Opportunity recognition by growing SMEs: a managerial or entrepreneurial function?. <i>Journal of Strategic Marketing</i> , 2015, 23, 616-642.	5.5	17
43	Holistic Tourist Industry Marketing: Significant Deficiencies in Relation to Natural Tourist Sites. <i>Journal of Marketing Theory and Practice</i> , 2004, 12, 49-59.	4.3	12
44	Reflections on methodologies for research at the marketing/entrepreneurship interface. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2010, 12, 11-20.	1.2	12
45	Long-term brand development versus short-term business targets: the impact of price promotions on branded food products. <i>Journal of Strategic Marketing</i> , 2012, 20, 609-624.	5.5	12
46	Quality in management decision making within a changing context. <i>Journal of Management Development</i> , 1998, 17, 106-120.	2.1	11
47	SME marketing: efficiency in practice. <i>Small Enterprise Research: the Journal of SEAANZ</i> , 2018, 25, 213-226.	1.9	10
48	Perceived barriers to participation in R&D programmes for SMEs within the European Union. <i>Technology Analysis and Strategic Management</i> , 2013, 25, 329-339.	3.5	9
49	Editorial: Strategic marketing management in small and medium-sized enterprises. <i>International Entrepreneurship and Management Journal</i> , 2012, 8, 141-143.	5.0	8
50	Services marketing management competencies: a ferry company example. <i>Journal of Service Management</i> , 1998, 9, 74-92.	2.0	7
51	Social integration and the role of student societies in higher education: an exploratory study in the UK. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2013, 18, 275-286.	0.8	7
52	Quality and Quantity in Tourism. <i>Journal of Hotel &amp; Business Management</i> , 2017, 06, .	0.1	7
53	Strategic marketing planning for heritage tourism: a conceptual model and empirical findings from two emerging heritage regions. <i>Journal of Strategic Marketing</i> , 2018, 26, 156-173.	5.5	7
54	Managerial interactions of internal marketing. , 2000, , .		7

#	ARTICLE	IF	CITATIONS
55	Quality improvements in a services marketing context. <i>Journal of Services Marketing</i> , 1993, 7, 59-71.	3.0	6
56	Competition and Coöperation between Small Firms and Their Competitors. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2002, 4, 7-15.	1.2	5
57	Marketing illegitimacy within SMEs: learning triggers and influence on marketing communications. <i>Journal of Strategic Marketing</i> , 2018, 26, 688-701.	5.5	5
58	An exploratory examination of the strategic direction of the Gaelic Athletic Association via the application of sports marketing segmentation bases. <i>Marketing Intelligence and Planning</i> , 2016, 34, 203-222.	3.5	4
59	Responding to eroding competitive advantages: observations from the Norwegian seafood industry. <i>The Marketing Review</i> , 2007, 7, 235-246.	0.1	1
60	Improving quality in marketing; a case example. <i>Strategic Change</i> , 1993, 2, 215-224.	4.1	0