

Nicole E Coviello

List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

22
papers

4,474
citations

19
h-index

22
g-index

22
ext. papers

4,919
ext. citations

5.3
avg, IF

5.89
L-index

#	Paper	IF	Citations
22	The Network Dynamics of International New Ventures. <i>JIBS Special Collections</i> , 2018 , 175-215	0.4	
21	The Relevance of the Business-to-Business/Consumer Dichotomy in Contemporary Marketing: A Cross-National Investigation. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015 , 209-209	0.1	
20	Creating Major Innovations with Customers: Insights from Small and Young Technology Firms. <i>Journal of Marketing</i> , 2012 , 76, 87-104	11	191
19	The emergence, advance and future of international entrepreneurship research □An introduction to the special forum. <i>Journal of Business Venturing</i> , 2011 , 26, 625-631	8.3	116
18	Contemporary Marketing Practices research program: a review of the first decade. <i>Journal of Business and Industrial Marketing</i> , 2008 , 23, 84-94	3	38
17	Is e-marketing coming of age? An examination of the penetration of e-marketing and firm performance. <i>Journal of Interactive Marketing</i> , 2007 , 21, 2-21	9.8	81
16	The resource dynamics of international new venture networks. <i>Journal of International Entrepreneurship</i> , 2007 , 4, 113-132	2.8	78
15	The network dynamics of international new ventures. <i>Journal of International Business Studies</i> , 2006 , 37, 713-731	8.5	714
14	Internationalisation: conceptualising an entrepreneurial process of behaviour in time. <i>Journal of International Business Studies</i> , 2005 , 36, 284-303	8.5	696
13	Integrating qualitative and quantitative techniques in network analysis. <i>Qualitative Market Research</i> , 2005 , 8, 39-60	1.6	99
12	Methodological issues in international entrepreneurship research. <i>Journal of Business Venturing</i> , 2004 , 19, 485-508	8.3	498
11	Assessing the Role of e-Marketing in Contemporary Marketing Practice. <i>Journal of Marketing Management</i> , 2003 , 19, 857-881	3.2	23
10	How Firms Relate to Their Markets: An Empirical Examination of Contemporary Marketing Practices. <i>Journal of Marketing</i> , 2002 , 66, 33-46	11	326
9	Contemporary marketing practices of consumer and business-to-business firms: how different are they?. <i>Journal of Business and Industrial Marketing</i> , 2001 , 16, 382-400	3	85
8	Integrating Transactional and Relational Marketing Exchange: A Pluralistic Perspective. <i>Journal of Marketing Theory and Practice</i> , 2000 , 8, 11-20	2.2	30
7	An investigation of marketing practice by firm size. <i>Journal of Business Venturing</i> , 2000 , 15, 523-545	8.3	180
6	Internationalization of Service SMEs: An Integrated Perspective from the Engineering Consulting Sector. <i>Journal of International Marketing</i> , 1999 , 7, 42-66	3.9	218

5	Conducting Cross-National Research in Relational Marketing: A Discussion of Methodological Challenges. <i>Australasian Marketing Journal</i> , 1999 , 7, 22-34	5	1
4	From transaction to relationship marketing: an investigation of managerial perceptions and practices. <i>Journal of Strategic Marketing</i> , 1998 , 6, 171-186	2.7	42
3	Understanding contemporary marketing: Development of a classification scheme. <i>Journal of Marketing Management</i> , 1997 , 13, 501-522	3.2	192
2	Towards a paradigm shift in marketing? An examination of current marketing practices. <i>Journal of Marketing Management</i> , 1997 , 13, 383-406	3.2	214
1	Growing the entrepreneurial firm. <i>European Journal of Marketing</i> , 1995 , 29, 49-61	4.4	652