

Nicholas Simon Alexander

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1175935/publications.pdf>

Version: 2024-02-01

20
papers

828
citations

759233

12
h-index

839539

18
g-index

21
all docs

21
docs citations

21
times ranked

440
citing authors

#	ARTICLE	IF	CITATIONS
1	The retail internationalisation process. <i>International Marketing Review</i> , 2000, 17, 334-353.	3.6	170
2	Brand authentication: creating and maintaining brand auras. <i>European Journal of Marketing</i> , 2009, 43, 551-562.	2.9	155
3	International retail divestment. <i>International Journal of Retail and Distribution Management</i> , 2002, 30, 112-125.	4.7	98
4	Consumer demographics, ethnocentrism, cultural values, and acculturation to the global consumer culture: A retail perspective. <i>Journal of Marketing Management</i> , 2013, 29, 271-291.	2.3	62
5	International market selection: measuring actions instead of intentions. <i>Journal of Services Marketing</i> , 2007, 21, 424-434.	3.0	57
6	International retail divestment activity. <i>International Journal of Retail and Distribution Management</i> , 2005, 33, 5-22.	4.7	55
7	Understanding the International Retail Divestment Process. <i>Journal of Strategic Marketing</i> , 2008, 16, 111-128.	5.5	45
8	Acculturation to the global consumer culture: a generational cohort comparison. <i>Journal of Strategic Marketing</i> , 2012, 20, 411-423.	5.5	43
9	A gravitational model of international retail market selection. <i>International Marketing Review</i> , 2011, 28, 183-200.	3.6	37
10	Introduction: The Emergence of Modern Retailing, 1750â€“1950. <i>Business History</i> , 1998, 40, 1-15.	0.8	30
11	British overseas retailing, 1900â€“60: International firm characteristics, market selections and entry modes. <i>Business History</i> , 2011, 53, 530-556.	0.8	24
12	The role of leadership in international retail divestment. <i>European Business Review</i> , 2010, 22, 25-42.	3.4	23
13	The Origins of American International Retailing: Tiffany of New York in London and Paris, 1837â€“1914. <i>Business History Review</i> , 2017, 91, 301-328.	0.4	6
14	Liberty in Paris: International retailing, 1889â€“1932. <i>Business History</i> , 2015, 57, 485-511.	0.8	5
15	The anthropomorphic brand logo and its effect on perceived functional performance. <i>Journal of Brand Management</i> , 2022, 29, 287-300.	3.5	5
16	Theorising brand aura. <i>Journal of Service Management</i> , 2023, 34, 126-146.	7.2	5
17	Retailing in international markets, 1900â€“2010: A response to Godley and Hang's â€˜Globalisation and the evolution of international retailing: A comment on Alexander's â€˜British overseas retailing, 1900â€“1960â€™. <i>Business History</i> , 2013, 55, 302-312.	0.8	4
18	Overcoming institutional voids: Maisons spÃ©ciales and the internationalisation of proto-modern brands. <i>Business History</i> , 2019, , 1-34.	0.8	4

#	ARTICLE	IF	CITATIONS
19	Ian Mitchell. Tradition and Innovation in English Retailing, 1700 to 1850: Narratives of Consumption. Farnham: Ashgate Publishing Limited, 2014. xvi + 223 pp. ISBN 9781409443209, \$154.50 (hardback).. Enterprise and Society, 2016, 17, 442-443.	0.3	0
20	Transformational retailing and the emergence of a modern brand: Liberty of London, 1875-1900. History of Retailing and Consumption, 2020, 6, 78-96.	0.4	0