

JÃ³zsef BerÃ¡cs

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11804081/publications.pdf>

Version: 2024-02-01

12
papers

575
citations

1307594

7
h-index

1281871

11
g-index

12
all docs

12
docs citations

12
times ranked

305
citing authors

#	ARTICLE	IF	CITATIONS
1	Market Orientation in the Transition Economies of Central Europe.: Journal of Business Research, 2000, 50, 273-285.	10.2	192
2	Marketing Capabilities and Firm Performance: A Hierarchical Model. Journal of Market-Focused Management, 1999, 4, 259-278.	0.3	103
3	Foreign Direct Investment in Hungary: Resource Acquisition and Domestic Competitive Advantage. Journal of International Business Studies, 1996, 27, 683-709.	7.3	85
4	Market orientation in the service sector of the transition economies of central Europe. European Journal of Marketing, 2003, 37, 86-106.	2.9	80
5	Marketing Strategy Typologies in Hungary. European Journal of Marketing, 1993, 27, 80-101.	2.9	49
6	Marketing strategies for the 21st Century: lessons from the top Hungarian companies. Journal of Strategic Marketing, 1997, 5, 143-165.	5.5	23
7	Antecedents to the export market orientation of Hungarian higher education institutions, and their export performance consequences. Journal of Marketing for Higher Education, 2012, 22, 231-256.	3.2	18
8	Marketing planning in central and Eastern Europe. Journal of Marketing Management, 1996, 12, 69-82.	2.3	11
9	The marketing implications of foreign direct investment in private Hungarian firms. International Marketing Review, 1995, 12, 7-17.	3.6	6
10	Marketing organizations in Hungarian and Polish firms: part 1. Marketing Intelligence Planning, 1995, 1, 39-54.	0.2	3
11	The Role of Foreign Direct Investment in the Transition Process in Central and Eastern Europe. , 1998, , 176-200.		3
12	A marketing tevékenység és az üzleti teljesítmény kapcsolata nemzetközi összehasonlásban. Society and Economy, 2004, 26, 89-111.	0.0	2