

JÃ³zsef BerÃ¡cs

List of Publications by Year in descending order

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