

# George S Day

## List of Publications by Citations

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39  
papers

11,474  
citations

30  
h-index

39  
g-index

39  
ext. papers

12,512  
ext. citations

9  
avg, IF

6.94  
L-index

#	Paper	IF	Citations
39	The Capabilities of Market-Driven Organizations. <i>Journal of Marketing</i> , <b>1994</b> , 58, 37-52	11	3203
38	The Capabilities of Market-Driven Organizations. <i>Journal of Marketing</i> , <b>1994</b> , 58, 37	11	2221
37	Assessing Advantage: A Framework for Diagnosing Competitive Superiority. <i>Journal of Marketing</i> , <b>1988</b> , 52, 1-20	11	1220
36	Closing the Marketing Capabilities Gap. <i>Journal of Marketing</i> , <b>2011</b> , 75, 183-195	11	513
35	Continuous Learning about Markets. <i>California Management Review</i> , <b>1994</b> , 36, 9-31	13.2	506
34	Managerial Representations of Competitive Advantage. <i>Journal of Marketing</i> , <b>1994</b> , 58, 31-44	11	408
33	Managing market relationships. <i>Journal of the Academy of Marketing Science</i> , <b>2000</b> , 28, 24-30	12.4	406
32	The Path to Customer Centricity. <i>Journal of Service Research</i> , <b>2006</b> , 9, 113-124	6	328
31	Managerial Representations of Competitive Advantage. <i>Journal of Marketing</i> , <b>1994</b> , 58, 31	11	308
30	Marketing's contribution to the strategy dialogue. <i>Journal of the Academy of Marketing Science</i> , <b>1992</b> , 20, 323-329	12.4	210
29	Marketing Theory with a Strategic Orientation. <i>Journal of Marketing</i> , <b>1983</b> , 47, 79	11	206
28	The Product Life Cycle: Analysis and Applications Issues. <i>Journal of Marketing</i> , <b>1981</b> , 45, 60-67	11	192
27	Evolutionary Processes in Competitive Markets: Beyond the Product Life Cycle. <i>Journal of Marketing</i> , <b>1989</b> , 53, 4-20	11	158
26	Organizing for Marketing Excellence. <i>Journal of Marketing</i> , <b>2016</b> , 80, 6-35	11	147
25	Diagnosing the Product Portfolio. <i>Journal of Marketing</i> , <b>1977</b> , 41, 29-38	11	144
24	Customer-Oriented Approaches to Identifying Product-Markets. <i>Journal of Marketing</i> , <b>1979</b> , 43, 8-19	11	133
23	Evolutionary Processes in Competitive Markets: Beyond the Product Life Cycle. <i>Journal of Marketing</i> , <b>1989</b> , 53, 4	11	131

22	The perils of high-growth markets. <i>Strategic Management Journal</i> , <b>1986</b> , 7, 409-421	5.2	118
21	Avoiding the Pitfalls of Emerging Technologies. <i>California Management Review</i> , <b>2000</b> , 42, 8-33	13.2	110
20	Marketing Theory with a Strategic Orientation. <i>Journal of Marketing</i> , <b>1983</b> , 47, 79-89	11	104
19	Integrating organizational networks, weak signals, strategic radars and scenario planning. <i>Technological Forecasting and Social Change</i> , <b>2013</b> , 80, 815-824	9.5	92
18	An outside-in approach to resource-based theories. <i>Journal of the Academy of Marketing Science</i> , <b>2014</b> , 42, 27-28	12.4	84
17	Diagnosing the Experience Curve. <i>Journal of Marketing</i> , <b>1983</b> , 47, 44	11	82
16	Strategic market analysis and definition: An integrated approach. <i>Strategic Management Journal</i> , <b>1981</b> , 2, 281-299	5.2	77
15	Managing the market learning process. <i>Journal of Business and Industrial Marketing</i> , <b>2002</b> , 17, 240-252	3	65
14	Adapting to Fast-Changing Markets and Technologies. <i>California Management Review</i> , <b>2016</b> , 58, 59-77	13.2	61
13	Diagnosing the Experience Curve. <i>Journal of Marketing</i> , <b>1983</b> , 47, 44-58	11	55
12	What Does it Mean to be Market-Driven?. <i>Business Strategy Review</i> , <b>1998</b> , 9, 1-14		41
11	Consumer Research and the Evaluation of Information Disclosure Requirements: The Case of Truth In Lending. <i>Journal of Consumer Research</i> , <b>1974</b> , 1, 21	6.3	31
10	Nonresponse Bias and Callbacks in Sample Surveys. <i>Journal of Marketing Research</i> , <b>1973</b> , 10, 160-168	5.2	30
9	Customer Relationships go Digital. <i>Business Strategy Review</i> , <b>2003</b> , 14, 17-26		25
8	The Threats to Marketing Research. <i>Journal of Marketing Research</i> , <b>1975</b> , 12, 462-467	5.2	25
7	The Threats to Marketing Research. <i>Journal of Marketing Research</i> , <b>1975</b> , 12, 462	5.2	12
6	See Sooner, Act Faster <b>2019</b> ,		12
5	Information Disclosure and Consumer Credit Knowledge: A Longitudinal Analysis. <i>Journal of Consumer Affairs</i> , <b>1975</b> , 9, 15-32	2	9

- 4 Using Attitude Change Measures to Evaluate New Product Introductions. *Journal of Marketing Research*, **1970**, 7, 474-482 5.2 5
- 3 Determinants of organizational vigilance: Leadership, foresight, and adaptation in three sectors. *Futures & Foresight Science*, **2020**, 2, e24 1.7 2
- 2 Putting PIMS into perspective: enduring contributions to strategic questions **2004**, 28-40
- 1 Commentary on formulating strategy from the outside in. *Long Range Planning*, **2021**, 102160 5.7