

George S Day

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.

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	Commentary on formulating strategy from the outside in. <i>Long Range Planning</i> , 2021 , 102160	5.7	
38	Determinants of organizational vigilance: Leadership, foresight, and adaptation in three sectors. <i>Futures & Foresight Science</i> , 2020 , 2, e24	1.7	2
37	See Sooner, Act Faster 2019 ,		12
36	Organizing for Marketing Excellence. <i>Journal of Marketing</i> , 2016 , 80, 6-35	11	147
35	Adapting to Fast-Changing Markets and Technologies. <i>California Management Review</i> , 2016 , 58, 59-77	13.2	61
34	An outside-in approach to resource-based theories. <i>Journal of the Academy of Marketing Science</i> , 2014 , 42, 27-28	12.4	84
33	Integrating organizational networks, weak signals, strategic radars and scenario planning. <i>Technological Forecasting and Social Change</i> , 2013 , 80, 815-824	9.5	92
32	Closing the Marketing Capabilities Gap. <i>Journal of Marketing</i> , 2011 , 75, 183-195	11	513
31	The Path to Customer Centricity. <i>Journal of Service Research</i> , 2006 , 9, 113-124	6	328
30	Putting PIMS into perspective: enduring contributions to strategic questions 2004 , 28-40		
29	Customer Relationships go Digital. <i>Business Strategy Review</i> , 2003 , 14, 17-26		25
28	Managing the market learning process. <i>Journal of Business and Industrial Marketing</i> , 2002 , 17, 240-252	3	65
27	Avoiding the Pitfalls of Emerging Technologies. <i>California Management Review</i> , 2000 , 42, 8-33	13.2	110
26	Managing market relationships. <i>Journal of the Academy of Marketing Science</i> , 2000 , 28, 24-30	12.4	406
25	What Does it Mean to be Market-Driven?. <i>Business Strategy Review</i> , 1998 , 9, 1-14		41
24	The Capabilities of Market-Driven Organizations. <i>Journal of Marketing</i> , 1994 , 58, 37-52	11	3203
23	Managerial Representations of Competitive Advantage. <i>Journal of Marketing</i> , 1994 , 58, 31-44	11	408

22	Managerial Representations of Competitive Advantage. <i>Journal of Marketing</i> , 1994 , 58, 31	11	308
21	The Capabilities of Market-Driven Organizations. <i>Journal of Marketing</i> , 1994 , 58, 37	11	2221
20	Continuous Learning about Markets. <i>California Management Review</i> , 1994 , 36, 9-31	13.2	506
19	Marketing's contribution to the strategy dialogue. <i>Journal of the Academy of Marketing Science</i> , 1992 , 20, 323-329	12.4	210
18	Evolutionary Processes in Competitive Markets: Beyond the Product Life Cycle. <i>Journal of Marketing</i> , 1989 , 53, 4-20	11	158
17	Evolutionary Processes in Competitive Markets: Beyond the Product Life Cycle. <i>Journal of Marketing</i> , 1989 , 53, 4	11	131
16	Assessing Advantage: A Framework for Diagnosing Competitive Superiority. <i>Journal of Marketing</i> , 1988 , 52, 1-20	11	1220
15	The perils of high-growth markets. <i>Strategic Management Journal</i> , 1986 , 7, 409-421	5.2	118
14	Marketing Theory with a Strategic Orientation. <i>Journal of Marketing</i> , 1983 , 47, 79	11	206
13	Diagnosing the Experience Curve. <i>Journal of Marketing</i> , 1983 , 47, 44	11	82
12	Diagnosing the Experience Curve. <i>Journal of Marketing</i> , 1983 , 47, 44-58	11	55
11	Marketing Theory with a Strategic Orientation. <i>Journal of Marketing</i> , 1983 , 47, 79-89	11	104
10	The Product Life Cycle: Analysis and Applications Issues. <i>Journal of Marketing</i> , 1981 , 45, 60-67	11	192
9	Strategic market analysis and definition: An integrated approach. <i>Strategic Management Journal</i> , 1981 , 2, 281-299	5.2	77
8	Customer-Oriented Approaches to Identifying Product-Markets. <i>Journal of Marketing</i> , 1979 , 43, 8-19	11	133
7	Diagnosing the Product Portfolio. <i>Journal of Marketing</i> , 1977 , 41, 29-38	11	144
6	The Threats to Marketing Research. <i>Journal of Marketing Research</i> , 1975 , 12, 462	5.2	12
5	The Threats to Marketing Research. <i>Journal of Marketing Research</i> , 1975 , 12, 462-467	5.2	25

4	Information Disclosure and Consumer Credit Knowledge: A Longitudinal Analysis. <i>Journal of Consumer Affairs</i> , 1975 , 9, 15-32	2	9
3	Consumer Research and the Evaluation of Information Disclosure Requirements: The Case of Truth In Lending. <i>Journal of Consumer Research</i> , 1974 , 1, 21	6.3	31
2	Nonresponse Bias and Callbacks in Sample Surveys. <i>Journal of Marketing Research</i> , 1973 , 10, 160-168	5.2	30
1	Using Attitude Change Measures to Evaluate New Product Introductions. <i>Journal of Marketing Research</i> , 1970 , 7, 474-482	5.2	5