

Shaoming Zou

List of Publications by Year in descending order

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Version: 2024-02-01

41
papers

7,219
citations

172457

29
h-index

302126

39
g-index

41
all docs

41
docs citations

41
times ranked

3191
citing authors

#	ARTICLE	IF	CITATIONS
1	Marketing Strategy-Performance Relationship: An Investigation of the Empirical Link in Export Market Ventures. <i>Journal of Marketing</i> , 1994, 58, 1-21.	11.3	943
2	Marketing Strategy-Performance Relationship: An Investigation of the Empirical Link in Export Market Ventures. <i>Journal of Marketing</i> , 1994, 58, 1.	11.3	771
3	The determinants of export performance: a review of the empirical literature between 1987 and 1997. <i>International Marketing Review</i> , 1998, 15, 333-356.	3.6	730
4	The effects of customer participation in co-created service recovery. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 123-137.	11.2	564
5	The GMS: A Broad Conceptualization of Global Marketing Strategy and Its Effect on Firm Performance. <i>Journal of Marketing</i> , 2002, 66, 40-56.	11.3	540
6	Product and Promotion Adaptation in Export Ventures: An Empirical Investigation. <i>Journal of International Business Studies</i> , 1993, 24, 479-506.	7.3	436
7	The EXPERF Scale: A Cross-National Generalized Export Performance Measure. <i>Journal of International Marketing</i> , 1998, 6, 37-58.	4.4	347
8	The Effects of E-Commerce Drivers on Export Marketing Strategy. <i>Journal of International Marketing</i> , 2007, 15, 30-57.	4.4	307
9	The Effect of Export Marketing Capabilities on Export Performance: An Investigation of Chinese Exporters. <i>Journal of International Marketing</i> , 2003, 11, 32-55.	4.4	290
10	Advertising Standardization's Positive Impact on the Bottom Line: A Model of When and How Standardization Improves Financial and Strategic Performance. <i>Journal of Advertising</i> , 2006, 35, 17-33.	6.6	267
11	Experiential and Informational Knowledge, Architectural Marketing Capabilities, and the Adaptive Performance of Export Ventures: A Cross-National Study. <i>Decision Sciences</i> , 2003, 34, 287-321.	4.5	246
12	Antecedents and consequences of marketing dynamic capabilities in international joint ventures. <i>Journal of International Business Studies</i> , 2009, 40, 742-761.	7.3	246
13	Effect of Customer Participation on Service Outcomes. <i>Journal of Service Research</i> , 2015, 18, 160-176.	12.2	170
14	Standardization of international marketing strategy by firms from a developing country. <i>International Marketing Review</i> , 1997, 14, 107-123.	3.6	152
15	The Impact of Industry Concentration and Firm Location on Export Propensity and Intensity: An Empirical Analysis of Chinese Manufacturing Firms. <i>Journal of International Marketing</i> , 2002, 10, 52-71.	4.4	135
16	The effects of absorptive and joint learning on the instability of international joint ventures in emerging economies. <i>Journal of International Business Studies</i> , 2010, 41, 906-924.	7.3	123
17	How sales controls affect job-related outcomes: the role of organizational sales-related psychological climate perceptions. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 445-459.	11.2	116
18	Global strategy: a review and an integrated conceptual framework. <i>European Journal of Marketing</i> , 1996, 30, 52-69.	2.9	113

#	ARTICLE	IF	CITATIONS
19	A transaction cost perspective on foreign market entry strategies of US and Japanese firms. <i>Thunderbird International Business Review</i> , 1998, 40, 389-412.	1.8	75
20	The moderating effect of goal-setting characteristics on the sales control systemsâ€“job performance relationship. <i>Journal of Business Research</i> , 2005, 58, 1214-1222.	10.2	61
21	Foreign market entry strategies of Japanese MNCs. <i>International Marketing Review</i> , 2000, 17, 146-163.	3.6	60
22	CONTRIBUTIONS TO INTERNATIONAL ADVERTISING RESEARCH: An Assessment of the Literature Between 1990 and 2002. <i>Journal of Advertising</i> , 2005, 34, 99-110.	6.6	60
23	Executive Insights: Global Account Management Capability: Insights from Leading Suppliers. <i>Journal of International Marketing</i> , 2005, 13, 93-113.	4.4	56
24	The Importance of Strategic Fit between Hostâ€“Home Country Similarity and Exploration Exploitation Strategies on Small and Medium-Sized Enterprisesâ€™ Performance: A Contingency Perspective. <i>Journal of International Marketing</i> , 2014, 22, 67-85.	4.4	54
25	Recovering Coproduced Service Failures. <i>Journal of Service Research</i> , 2016, 19, 291-306.	12.2	48
26	A conceptual framework of global account management capabilities and firm performance. <i>International Business Review</i> , 2004, 13, 539-553.	4.8	46
27	Global account management strategies: Drivers and outcomes. <i>Journal of International Business Studies</i> , 2010, 41, 620-638.	7.3	44
28	The effect of market orientation dimensions on multinational SBU's strategic performance. <i>International Marketing Review</i> , 2013, 30, 591-616.	3.6	33
29	Factors that Influence Multinational Corporationsâ€™ Control of Their Operations in Foreign Markets: An Empirical Investigation. <i>Journal of International Marketing</i> , 2008, 16, 98-119.	4.4	32
30	An integrated theory of global advertising. <i>International Journal of Advertising</i> , 2010, 29, 57-84.	6.7	30
31	Reconceptualizing the elements of market orientation: A process-based view. <i>Industrial Marketing Management</i> , 2016, 56, 130-142.	6.7	27
32	Global Product R&D and the Firm's Strategic Position. <i>Journal of International Marketing</i> , 1999, 7, 57-76.	4.4	26
33	Conditional effects of justice on instability in international joint ventures. <i>Journal of Business Research</i> , 2019, 101, 171-182.	10.2	17
34	Launching reverse-innovated product from emerging markets to MNCâ€™s home market: A theoretical framework for MNCâ€™s decisions. <i>International Business Review</i> , 2017, 26, 156-163.	4.8	16
35	Entrepreneurial Orientation in Multinational Corporations: Antecedents and Effects. <i>Management International Review</i> , 2020, 60, 123-148.	3.3	11
36	How Does â€œStorytellingâ€•Influence Consumer Trust in We Media Advertorials? An Investigation in China. <i>Journal of Global Marketing</i> , 2019, 32, 319-334.	3.4	10

#	ARTICLE	IF	CITATIONS
37	Factors affecting family firms's communication behaviour: a cross-cultural study. <i>International Journal of Advertising</i> , 2019, 38, 276-295.	6.7	6
38	Exploration, exploitation, ambidexterity and the performance of international SMEs. <i>European Journal of Marketing</i> , 2022, 56, 1372-1397.	2.9	6
39	Inside the black box: How does resource asymmetry contribute to IJV acquisition intention?. <i>Industrial Marketing Management</i> , 2020, 91, 301-310.	6.7	5
40	Service Contract Negotiations in Marketing Channels:. <i>Journal of Marketing Channels</i> , 1996, 5, 45-61.	0.4	0
41	Understanding digital advertising and branding: an introduction to the <i>International Journal of Advertising</i> special issue on new developments in advertising in China. <i>International Journal of Advertising</i> , 2020, 39, 1181-1182.	6.7	0