

Phyra Sok

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12154702/publications.pdf>

Version: 2024-02-01

22
papers

1,065
citations

516710

16
h-index

677142

22
g-index

22
all docs

22
docs citations

22
times ranked

927
citing authors

#	ARTICLE	IF	CITATIONS
1	Achieving Superior SME Performance: Overarching Role of Marketing, Innovation, and Learning Capabilities. Australasian Marketing Journal, 2013, 21, 161-167.	5.4	121
2	Exploring innovation driven value creation in B2B service firms: The roles of the manager, employees, and customers in value creation. Journal of Business Research, 2013, 66, 1074-1084.	10.2	117
3	Achieving superior innovation-based performance outcomes in SMEs through innovation resourceâ€™ capability complementarity. Industrial Marketing Management, 2011, 40, 1285-1293.	6.7	101
4	The role of intellectual resources, product innovation capability, reputational resources and marketing capability combinations in firm growth. International Small Business Journal, 2014, 32, 996-1018.	4.8	99
5	An exploratory study into managing value creation in tourism service firms: Understanding value creation phases at the intersection of the tourism service firm and their customers. Tourism Management, 2015, 51, 186-200.	9.8	72
6	Examining the new product innovation â€™ performance relationship: Optimizing the role of individual-level creativity and attention-to-detail. Industrial Marketing Management, 2015, 47, 156-165.	6.7	65
7	Achieving service quality through service innovation exploration â€™ exploitation: the critical role of employee empowerment and slack resources. Journal of Services Marketing, 2015, 29, 137-149.	3.0	60
8	The Performance Advantages for SMEs of Product Innovation and Marketing Resource-Capability Complementarity in Emerging Economies. Journal of Small Business Management, 2016, 54, 805-826.	4.8	57
9	Linking entrepreneurial orientation and small service firm performance through marketing resources and marketing capability. Journal of Service Theory and Practice, 2017, 27, 231-249.	3.2	51
10	The effect of â€™can doâ€™ and â€™reason toâ€™ motivations on serviceâ€™ sales ambidexterity. Industrial Marketing Management, 2016, 55, 144-155.	6.7	47
11	Examining the role of within functional area resourceâ€™ capability complementarity in achieving customer and product-based performance outcomes. Journal of Strategic Marketing, 2012, 20, 345-363.	5.5	44
12	Evaluating the Competitiveness of the Tourism Industry in Cambodia: Self-assessment from Professionals. Asia Pacific Journal of Tourism Research, 2008, 13, 41-66.	3.7	39
13	Benchmarking potential factors leading to education quality. Quality Assurance in Education, 2007, 15, 128-148.	1.5	38
14	The Complementarity of Frontline Service Employee Creativity and Attention to Detail in Service Delivery. Journal of Service Research, 2018, 21, 365-378.	12.2	36
15	Understanding service firms brand value creation: a multilevel perspective including the overarching role of service brand marketing capability. Journal of Services Marketing, 2011, 25, 528-539.	3.0	26
16	Why doesnâ€™t our branding pay off: optimising the effects of branding through innovation. European Journal of Marketing, 2016, 50, 509-529.	2.9	22
17	Exploring potential factors leading to effective training. Journal of Management Development, 2007, 26, 843-856.	2.1	20
18	Identifying the resource conditions that maximize the relationship between ambidexterity and new product performance. Journal of Business and Industrial Marketing, 2017, 32, 1038-1050.	3.0	16

#	ARTICLE	IF	CITATIONS
19	How and when does the brand orientation-market orientation nexus matter?. Journal of Business and Industrial Marketing, 2019, 35, 349-361.	3.0	11
20	The tipping point: mitigating the curvilinear effect of frontline service employee's perception of leadership humility on frontline service performance. Journal of Service Theory and Practice, 2021, 31, 137-156.	3.2	11
21	Matching the Personal Initiative Capabilities of FLEs to Their Self-Regulatory Processes and the Firm's Initiative Climate. Journal of Retailing, 2021, 97, 319-335.	6.2	9
22	How and when do the ambidextrous frontline sales employees achieve superior sales performance?. Journal of Service Theory and Practice, 2022, 32, 505-520.	3.2	3