

Phyra Sok

List of Publications by Year in descending order

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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	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
2	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
3	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
4	How and when does the brand orientation-market orientation nexus matter?. Journal of Business and Industrial Marketing, 2019, 35, 349-361.	3.0	11
5	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
6	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
7	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
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	Why doesn't our branding pay off: optimising the effects of branding through innovation. European Journal of Marketing, 2016, 50, 509-529.	2.9	22
10	The effect of "can do" and "reason to" motivations on service sales ambidexterity. Industrial Marketing Management, 2016, 55, 144-155.	6.7	47
11	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
12	Achieving service quality through service innovation exploration " exploitation: the critical role of employee empowerment and slack resources. Journal of Services Marketing, 2015, 29, 137-149.	3.0	60
13	Examining the new product innovation " performance relationship: Optimizing the role of individual-level creativity and attention-to-detail. Industrial Marketing Management, 2015, 47, 156-165.	6.7	65
14	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
15	Achieving Superior SME Performance: Overarching Role of Marketing, Innovation, and Learning Capabilities. Australasian Marketing Journal, 2013, 21, 161-167.	5.4	121
16	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
17	Examining the role of within functional area resource " capability complementarity in achieving customer and product-based performance outcomes. Journal of Strategic Marketing, 2012, 20, 345-363.	5.5	44
18	Achieving superior innovation-based performance outcomes in SMEs through innovation resource " capability complementarity. Industrial Marketing Management, 2011, 40, 1285-1293.	6.7	101

#	ARTICLE	IF	CITATIONS
19	Understanding service firms brand value creation: a multilevel perspective including the overarching role of service brand marketing capability. <i>Journal of Services Marketing</i> , 2011, 25, 528-539.	3.0	26
20	Evaluating the Competitiveness of the Tourism Industry in Cambodia: Self-assessment from Professionals. <i>Asia Pacific Journal of Tourism Research</i> , 2008, 13, 41-66.	3.7	39
21	Exploring potential factors leading to effective training. <i>Journal of Management Development</i> , 2007, 26, 843-856.	2.1	20
22	Benchmarking potential factors leading to education quality. <i>Quality Assurance in Education</i> , 2007, 15, 128-148.	1.5	38