

Marco S Giarratana

List of Publications by Year in descending order

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Version: 2024-02-01

36
papers

1,211
citations

471509

17
h-index

454955

30
g-index

36
all docs

36
docs citations

36
times ranked

906
citing authors

#	ARTICLE	IF	CITATIONS
1	The Penguin Has Entered the Building: The Commercialization of Open Source Software Products. <i>Organization Science</i> , 2008, 19, 292-305.	4.5	155
2	Masters of War: Rivals' Product Innovation and New Advertising in Mature Product Markets. <i>Management Science</i> , 2009, 55, 181-191.	4.1	125
3	The birth of a new industry: entry by start-ups and the drivers of firm growth. <i>Research Policy</i> , 2004, 33, 787-806.	6.4	119
4	General technological capabilities, product market fragmentation, and markets for technology. <i>Research Policy</i> , 2013, 42, 315-325.	6.4	89
5	Product Strategies and Survival in Schumpeterian Environments: Evidence from the US Security Software Industry. <i>Organization Studies</i> , 2007, 28, 909-929.	5.3	72
6	Foreign entry and survival in a knowledge-intensive market: emerging economy countries' international linkages, technology competences, and firm experience. <i>Strategic Entrepreneurship Journal</i> , 2010, 4, 85-104.	4.4	64
7	Product proliferation strategies and firm performance: The moderating role of product space complexity. <i>Strategic Management Journal</i> , 2013, 34, 1435-1452.	7.3	62
8	The relationship between knowledge sourcing and fear of imitation. <i>Strategic Management Journal</i> , 2014, 35, 1144-1163.	7.3	62
9	How and when should companies retain their human capital? Contracts, incentives and human resource implications. <i>Industrial and Corporate Change</i> , 2010, 19, 1-24.	2.8	54
10	Social Business Hybrids: Demand Externalities, Competitive Advantage, and Growth Through Diversification. <i>Organization Science</i> , 2016, 27, 1275-1289.	4.5	53
11	Diversification, Branding, and Performance of Professional Service Firms. <i>Journal of Service Research</i> , 2018, 21, 353-364.	12.2	38
12	Walking a slippery line: Investments in social values and product longevity. <i>Strategic Management Journal</i> , 2015, 36, 1750-1760.	7.3	30
13	Localized knowledge spillovers and skill-biased performance. <i>Strategic Entrepreneurship Journal</i> , 2010, 4, 323-339.	4.4	29
14	Introduction: Trading under the Buttonwood—a foreword to the markets for technology and ideas. <i>Industrial and Corporate Change</i> , 2010, 19, 767-773.	2.8	27
15	Rewards for Patents and Inventor Behaviors in Industrial Research and Development. <i>Academy of Management Journal</i> , 2018, 61, 264-292.	6.3	25
16	Product-market competition and resource redeployment in multi-business firms. <i>Strategic Management Journal</i> , 2020, 41, 1799-1836.	7.3	23
17	Community-focused strategies. <i>Strategic Organization</i> , 2011, 9, 222-239.	5.0	22
18	Crowding, satiation, and saturation: The days of television series' lives. <i>Strategic Management Journal</i> , 2016, 37, 565-585.	7.3	22

#	ARTICLE	IF	CITATIONS
19	Marking your trade: Cultural factors in the prolongation of trademarks. <i>Journal of Business Research</i> , 2014, 67, 478-485.	10.2	21
20	Product portfolio performance in new foreign markets: The EU trademark dual system. <i>Research Policy</i> , 2019, 48, 11-21.	6.4	21
21	Organizational Attributes and the Distribution of Rewards in a Region: Managerial Firms vs. Knowledge Clusters. <i>Organization Science</i> , 2010, 21, 573-586.	4.5	17
22	Uncertainty avoidance and the exploration-exploitation trade-off. <i>European Journal of Marketing</i> , 2017, 51, 2080-2100.	2.9	17
23	Missing the starting gun: <i>de alio</i> entry order in new markets, inertia and real option capabilities. <i>European Management Review</i> , 2008, 5, 115-124.	3.7	14
24	Innovations for Products, Innovations for Licensing: Patents and Downstream Assets in the Software Security Industry. <i>SSRN Electronic Journal</i> , 2006, , .	0.4	13
25	Resource partitioning and strategies in markets for technology. <i>Strategic Organization</i> , 2020, 18, 251-274.	5.0	12
26	Transaction Costs in Resource Redeployment for Multiniche Firms. <i>Organization Science</i> , 2020, 31, 1159-1175.	4.5	8
27	Leveraging synergies versus resource redeployment: Sales growth and variance in product portfolios of diversified firms. <i>Strategic Management Journal</i> , 2021, 42, 2245-2272.	7.3	8
28	The value of flexibility in multi-business firms. <i>Strategic Management Journal</i> , 2022, 43, 2602-2628.	7.3	5
29	Building and Sustaining a Product Differentiation Advantage Through a Community-Focused Strategy. <i>Industry and Innovation</i> , 2013, 20, 114-132.	3.1	3
30	Product Strategies and Startups' Survival in Turbulent Industries: Evidence from the Security Software Industry. <i>SSRN Electronic Journal</i> , 2004, , .	0.4	1
31	Missing the Starting Gun. Entry Timing Decisions into New Market Niches. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
32	Resource Redeployment and Corporate Strategy. <i>Proceedings - Academy of Management</i> , 2019, 2019, 12810.	0.1	0
33	Crossing trajectories of firm innovation and scientific research: Going beyond basic versus applied. <i>Proceedings - Academy of Management</i> , 2019, 2019, 16427.	0.1	0
34	Social Identity Theory and Abduction in Management Research. <i>Proceedings - Academy of Management</i> , 2020, 2020, 16850.	0.1	0
35	Resource Allocation and Resource Redeployment. <i>Proceedings - Academy of Management</i> , 2020, 2020, 13886.	0.1	0
36	Social Goals Diversification within Firm's Product Portfolio: The Effects on Corporate Performance.. <i>Proceedings - Academy of Management</i> , 2022, 2022, .	0.1	0