

# Adamantios Diamantopoulos

## List of Publications by Year in descending order

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142  
papers

23,665  
citations

20759

60  
h-index

10424

139  
g-index

150  
all docs

150  
docs citations

150  
times ranked

12458  
citing authors

#	ARTICLE	IF	CITATIONS
1	Index Construction with Formative Indicators: An Alternative to Scale Development. <i>Journal of Marketing Research</i> , 2001, 38, 269-277.	3.0	3,410
2	Formative Versus Reflective Indicators in Organizational Measure Development: A Comparison and Empirical Illustration. <i>British Journal of Management</i> , 2006, 17, 263-282.	3.3	2,099
3	Common Beliefs and Reality About PLS. <i>Organizational Research Methods</i> , 2014, 17, 182-209.	5.6	1,979
4	Can socio-demographics still play a role in profiling green consumers? A review of the evidence and an empirical investigation. <i>Journal of Business Research</i> , 2003, 56, 465-480.	5.8	1,182
5	Advancing formative measurement models. <i>Journal of Business Research</i> , 2008, 61, 1203-1218.	5.8	1,019
6	Guidelines for choosing between multi-item and single-item scales for construct measurement: a predictive validity perspective. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 434-449.	7.2	929
7	The link between green purchasing decisions and measures of environmental consciousness. <i>European Journal of Marketing</i> , 1996, 30, 35-55.	1.7	685
8	Domestic Country Bias, Country-of-Origin Effects, and Consumer Ethnocentrism: A Multidimensional Unfolding Approach. <i>Journal of the Academy of Marketing Science</i> , 2004, 32, 80-95.	7.2	545
9	Advancing the country image construct. <i>Journal of Business Research</i> , 2009, 62, 726-740.	5.8	522
10	The Impact of Nationalism, Patriotism and Internationalism on Consumer Ethnocentric Tendencies. <i>Journal of International Business Studies</i> , 2001, 32, 157-175.	4.6	488
11	Linking market orientation and company performance: preliminary evidence on Kohli and Jaworski's framework. <i>Journal of Strategic Marketing</i> , 1993, 1, 93-121.	3.7	321
12	Export Market-oriented Activities: Their Antecedents and Performance Consequences. <i>Journal of International Business Studies</i> , 2002, 33, 615-626.	4.6	294
13	Consumer Ethnocentrism, National Identity, and Consumer Cosmopolitanism as Drivers of Consumer Behavior: A Social Identity Theory Perspective. <i>Journal of International Marketing</i> , 2015, 23, 25-54.	2.5	279
14	Consumer animosity: a literature review and a reconsideration of its measurement. <i>International Marketing Review</i> , 2007, 24, 87-119.	2.2	273
15	A Measure of Export Market Orientation: Scale Development and Cross-cultural Validation. <i>Journal of International Business Studies</i> , 1999, 30, 689-707.	4.6	259
16	Narver and Slater, Kohli and Jaworski and the market orientation construct: integration and internationalization. <i>Journal of Strategic Marketing</i> , 1995, 3, 41-60.	3.7	252
17	Are Consumers Really Willing to Pay More for a Favorable Country Image? A Study of Country-of-Origin Effects on Willingness to Pay. <i>Journal of International Marketing</i> , 2012, 20, 19-41.	2.5	238
18	The error term in formative measurement models: interpretation and modeling implications. <i>Journal of Modelling in Management</i> , 2006, 1, 7-17.	1.1	235

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19	Cosmopolitan consumers as a target group for segmentation. <i>Journal of International Business Studies</i> , 2012, 43, 285-305.	4.6	235
20	Brand Origin Identification by Consumers: A Classification Perspective. <i>Journal of International Marketing</i> , 2008, 16, 39-71.	2.5	221
21	Incorporating Formative Measures into Covariance-Based Structural Equation Models. <i>MIS Quarterly: Management Information Systems</i> , 2011, 35, 335.	3.1	203
22	Viewpoint "Export performance measurement: reflective versus formative indicators. <i>International Marketing Review</i> , 1999, 16, 444-457.	2.2	194
23	In defense of causal-formative indicators: A minority report.. <i>Psychological Methods</i> , 2017, 22, 581-596.	2.7	191
24	The relationship between country-of-origin image and brand image as drivers of purchase intentions. <i>International Marketing Review</i> , 2011, 28, 508-524.	2.2	189
25	Theoretical justification of sampling choices in international marketing research: key issues and guidelines for researchers. <i>Journal of International Business Studies</i> , 2003, 34, 80-89.	4.6	178
26	Internal Branding. <i>Journal of Service Research</i> , 2014, 17, 310-325.	7.8	170
27	Measuring ecological concern: A multi-construct perspective. <i>Journal of Marketing Management</i> , 1993, 9, 415-430.	1.2	166
28	Consumers' Emotional Bonds with Foreign Countries: Does Consumer Affinity Affect Behavioral Intentions?. <i>Journal of International Marketing</i> , 2011, 19, 45-72.	2.5	165
29	The C-OAR-SE procedure for scale development in marketing: a comment. <i>International Journal of Research in Marketing</i> , 2005, 22, 1-9.	2.4	158
30	IDENTIFYING DIFFERENCES BETWEEN HIGH- AND LOW-INVOLVEMENT EXPORTERS. <i>International Marketing Review</i> , 1988, 5, 52-60.	2.2	152
31	The interplay between country stereotypes and perceived brand globalness/localness as drivers of brand preference. <i>Journal of Business Research</i> , 2016, 69, 3621-3628.	5.8	151
32	The Role of Emotions in Translating Perceptions of (In)Justice into Postcomplaint Behavioral Responses. <i>Journal of Service Research</i> , 2008, 11, 91-103.	7.8	150
33	The Consumer Affinity Construct: Conceptualization, Qualitative Investigation, and Research Agenda. <i>Journal of International Marketing</i> , 2008, 16, 23-56.	2.5	147
34	Consumer cosmopolitanism: Review and replication of the CYMYC scale. <i>Journal of Business Research</i> , 2009, 62, 407-419.	5.8	138
35	Gains and Losses from the Misperception of Brand Origin: The Role of Brand Strength and Country-of-Origin Image. <i>Journal of International Marketing</i> , 2011, 19, 95-116.	2.5	138
36	The impact of brand extensions on brand personality: experimental evidence. <i>European Journal of Marketing</i> , 2005, 39, 129-149.	1.7	137

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37	Activation of country stereotypes: automaticity, consonance, and impact. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 400-417.	7.2	136
38	Pre-Testing in Questionnaire Design: A Review of the Literature and Suggestions for Further Research. <i>International Journal of Market Research</i> , 1993, 35, 1-11.	0.7	132
39	A Taxonomy and Review of Positive Consumer Dispositions toward Foreign Countries and Globalization. <i>Journal of International Marketing</i> , 2016, 24, 82-110.	2.5	132
40	Product intelligence: its conceptualization, measurement and impact on consumer satisfaction. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 340-356.	7.2	130
41	Strategic innovation: the construct, its drivers and its strategic outcomes. <i>Journal of Strategic Marketing</i> , 2003, 11, 117-132.	3.7	123
42	The Impact of Product-Country Image and Marketing Efforts on Retailer-Perceived Brand Equity: An Empirical Analysis. <i>Journal of Retailing</i> , 2009, 85, 437-452.	4.0	118
43	Home Country Image, Country Brand Equity and Consumers' Product Preferences: An Empirical Study. <i>Management International Review</i> , 2008, 48, 577-602.	2.1	117
44	The impact of perceived brand globalness, brand origin image, and brand origin-extension fit on brand extension success. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 567-585.	7.2	112
45	Evaluating the effectiveness of brand-positioning strategies from a consumer perspective. <i>European Journal of Marketing</i> , 2010, 44, 1763-1786.	1.7	110
46	A Conceptual Framework of Export Marketing Information Use: Key Issues and Research Propositions. <i>Journal of International Marketing</i> , 1996, 4, 49-71.	2.5	105
47	Consumer Xenocentrism as Determinant of Foreign Product Preference: A System Justification Perspective. <i>Journal of International Marketing</i> , 2016, 24, 58-77.	2.5	105
48	Measuring Export Information Use. <i>Journal of Business Research</i> , 1999, 46, 1-14.	5.8	104
49	The impact of perceived brand globalness on consumers' willingness to pay. <i>International Journal of Research in Marketing</i> , 2015, 32, 431-434.	2.4	85
50	Country-Specific Associations Made by Consumers: A Dual-Coding Theory Perspective. <i>Journal of International Marketing</i> , 2013, 21, 95-121.	2.5	82
51	How Product Category Shapes Preferences toward Global and Local Brands: A Schema Theory Perspective. <i>Journal of International Marketing</i> , 2016, 24, 61-81.	2.5	82
52	Managerial Assessments of Export Performance: Conceptual Framework and Empirical Illustration. <i>Journal of International Marketing</i> , 2007, 15, 1-31.	2.5	81
53	Internationalizing the market orientation construct: an in-depth interview approach. <i>Journal of Strategic Marketing</i> , 1996, 4, 23-52.	3.7	80
54	Determinants of industrial mail survey response: A survey-surveys analysis of researchers' and managers' views. <i>Journal of Marketing Management</i> , 1996, 12, 505-531.	1.2	79

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55	Forecasting practice: A review of the empirical literature and an agenda for future research. <i>International Journal of Forecasting</i> , 1996, 12, 193-221.	3.9	78
56	“Regretting your brand-self?” The moderating role of consumer-brand identification on consumer responses to purchase regret. <i>Journal of Business Research</i> , 2017, 80, 218-227.	5.8	78
57	Market Segmentation in Practice: Review of Empirical Studies, Methodological Assessment, and Agenda for Future Research. <i>Journal of Strategic Marketing</i> , 2008, 16, 223-265.	3.7	74
58	Explicit versus implicit country stereotypes as predictors of product preferences: Insights from the stereotype content model. <i>Journal of International Business Studies</i> , 2017, 48, 1023-1036.	4.6	74
59	Selecting single items to measure doubly concrete constructs: A cautionary tale. <i>Journal of Business Research</i> , 2016, 69, 3159-3167.	5.8	68
60	Stereotyping global brands: Is warmth more important than competence?. <i>Journal of Business Research</i> , 2019, 104, 614-621.	5.8	68
61	Measuring market orientation: some evidence on Narver and Slater's three-component scale. <i>Journal of Strategic Marketing</i> , 1995, 3, 77-88.	3.7	63
62	Judgemental revision of sales forecasts: A longitudinal extension. <i>Journal of Forecasting</i> , 1989, 8, 129-140.	1.6	62
63	Use and non-use of export information: Some preliminary insights into antecedents and impact on export performance. <i>Journal of Marketing Management</i> , 1997, 13, 135-151.	1.2	62
64	Assessing the cross-national invariance of formative measures: Guidelines for international business researchers. <i>Journal of International Business Studies</i> , 2010, 41, 360-370.	4.6	62
65	I use it but will Tell you that I Don't: Consumers' Country-of-Origin Cue usage Denial. <i>Journal of International Marketing</i> , 2017, 25, 52-71.	2.5	62
66	The impact of response styles on the stability of cross-national comparisons. <i>Journal of Business Research</i> , 2006, 59, 925-935.	5.8	61
67	The relational value of perceived brand globalness and localness. <i>Journal of Business Research</i> , 2019, 104, 597-613.	5.8	61
68	Export information acquisition modes: measure development and validation. <i>International Marketing Review</i> , 1999, 16, 143-168.	2.2	57
69	Measuring experienced emotions during service recovery encounters: construction and assessment of the ESRE scale. <i>Service Business</i> , 2008, 2, 65-81.	2.2	57
70	A Typology of Consumers' Emotional Response Styles during Service Recovery Encounters. <i>British Journal of Management</i> , 2009, 20, 292-308.	3.3	57
71	Global brand ownership: The mediating roles of consumer attitudes and brand identification. <i>Journal of Business Research</i> , 2016, 69, 3629-3635.	5.8	55
72	Marketing Research Activity and Company Performance: Evidence from Manufacturing Industry. <i>European Journal of Marketing</i> , 1993, 27, 54-72.	1.7	54

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73	The effect of pretest method on error detection rates. <i>European Journal of Marketing</i> , 1998, 32, 480-498.	1.7	53
74	Do brand warmth and brand competence add value to consumers? A stereotyping perspective. <i>Journal of Business Research</i> , 2020, 118, 346-362.	5.8	49
75	I hate where it comes from but I still buy it: Countervailing influences of animosity and nostalgia. <i>Journal of International Business Studies</i> , 2017, 48, 992-1008.	4.6	45
76	Universal dimensions of individuals' perception: Revisiting the operationalization of warmth and competence with a mixed-method approach. <i>International Journal of Research in Marketing</i> , 2020, 37, 714-736.	2.4	45
77	Conflating Antecedents and Formative Indicators: A Comment on Aguirre-Urreta and Marakas. <i>Information Systems Research</i> , 2014, 25, 780-784.	2.2	42
78	Should we use single items? Better not. <i>Journal of Business Research</i> , 2016, 69, 3199-3203.	5.8	42
79	Service Quality and Export Performance of Business-to-Business Service Providers: The Role of Service Employee and Customer-Oriented Quality Control Initiatives. <i>Journal of International Marketing</i> , 2011, 19, 1-22.	2.5	41
80	Drivers of Export Segmentation Effectiveness and Their Impact on Export Performance. <i>Journal of International Marketing</i> , 2014, 22, 39-61.	2.5	41
81	Reflective and formative metrics of relationship value: Response to Baxter's commentary essay. <i>Journal of Business Research</i> , 2010, 63, 91-93.	5.8	39
82	“Should have I Bought the other One?” Experiencing Regret in Global versus Local Brand Purchase Decisions. <i>Journal of International Marketing</i> , 2018, 26, 1-21.	2.5	39
83	Modeling the role of consumer xenocentrism in impacting preferences for domestic and foreign brands: A mediation analysis. <i>Journal of Business Research</i> , 2019, 104, 587-596.	5.8	39
84	On the Interplay Between Consumer Dispositions and Perceived Brand Globalness: Alternative Theoretical Perspectives and Empirical Assessment. <i>Journal of International Marketing</i> , 2019, 27, 39-57.	2.5	38
85	Pretesting in Questionnaire Design: The Impact of Respondent Characteristics on Error Detection. <i>International Journal of Market Research</i> , 1994, 36, 1-15.	0.7	36
86	Managerial evaluation of sales forecasting effectiveness: A MIMIC modeling approach. <i>International Journal of Research in Marketing</i> , 2002, 19, 151-166.	2.4	36
87	Customer Perceived Positioning Effectiveness: Conceptualization, Operationalization, and Implications for New Product Managers. <i>Journal of Product Innovation Management</i> , 2012, 29, 229-244.	5.2	35
88	Factors affecting the nature and effectiveness of subjective revision in sales forecasting: An empirical study. <i>Managerial and Decision Economics</i> , 1989, 10, 51-59.	1.3	34
89	Ten basic questions about structural equations modeling you should know the answers to “ But perhaps you don’t. <i>Industrial Marketing Management</i> , 2020, 90, 252-263.	3.7	34
90	Towards a taxonomy of forecast error measures a factor comparative investigation of forecast error dimensions. <i>Journal of Forecasting</i> , 1994, 13, 409-416.	1.6	33

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91	Advancing the country image construct: Reply to Samiee's (2009) commentary. <i>Journal of Business Research</i> , 2010, 63, 446-449.	5.8	33
92	Exploring the Construct of Segmentation Effectiveness: Insights from International Companies and Experts. <i>Journal of Strategic Marketing</i> , 2008, 16, 129-156.	3.7	31
93	Export Information Use: A Five-Country Investigation of Key Determinants. <i>Journal of International Marketing</i> , 2003, 11, 106-127.	2.5	30
94	From country stereotypes to country emotions to intentions to visit a country: implications for a country as a destination brand. <i>Journal of Product and Brand Management</i> , 2021, 30, 118-131.	2.6	29
95	Are consumers' minds or hearts guiding country of origin effects? Conditioning roles of need for cognition and need for affect. <i>Journal of Business Research</i> , 2020, 108, 487-495.	5.8	28
96	Vertical quasi-integration revisited: The role of power. <i>Managerial and Decision Economics</i> , 1987, 8, 185-194.	1.3	27
97	Use of export marketing research by industrial firms: an application and extension of Deshpande and Zaltman's model. <i>International Business Review</i> , 1997, 6, 245-270.	2.6	27
98	The impact of firm and export characteristics on the accuracy of export sales forecasts: evidence from UK exporters. <i>International Journal of Forecasting</i> , 1999, 15, 67-81.	3.9	27
99	Towards an understanding of cross-national similarities and differences in export information utilization. <i>International Marketing Review</i> , 2003, 20, 17-43.	2.2	27
100	Judgemental revision of sales forecasts: The relative performance of judgementally revised versus non-revised forecasts. <i>Journal of Forecasting</i> , 1992, 11, 569-576.	1.6	26
101	Perceived service quality and medical outcome: An interdisciplinary review and suggestions for future research. <i>Journal of Marketing Management</i> , 1995, 11, 97-117.	1.2	25
102	Exploring the effectiveness of foreign brand communication: Consumer culture ad imagery and brand schema incongruity. <i>Journal of Business Research</i> , 2017, 80, 210-217.	5.8	25
103	Factors affecting industrial mail response rates. <i>Industrial Marketing Management</i> , 1991, 20, 327-339.	3.7	23
104	A model of export sales forecasting behavior and performance: development and testing. <i>International Journal of Forecasting</i> , 2003, 19, 271-285.	3.9	23
105	Brothers in blood, yet strangers to global brand purchase: A four-country study of the role of consumer personality. <i>Journal of Business Research</i> , 2017, 80, 228-235.	5.8	22
106	MIMIC models, formative indicators and the joys of research. <i>AMS Review</i> , 2013, 3, 160-170.	1.1	20
107	The EU as superordinate brand origin: an entitativity perspective. <i>International Marketing Review</i> , 2017, 34, 183-205.	2.2	20
108	Lit Up or Dimmed Down? Why, When, and How Regret Anticipation Affects Consumers'™ Use of the Global Brand Halo. <i>Journal of International Marketing</i> , 2020, 28, 40-63.	2.5	20

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109	Export segmentation effectiveness: index construction and link to export performance. <i>Journal of Strategic Marketing</i> , 2009, 17, 55-73.	3.7	18
110	Using Formative Measures in International Marketing Models: A Cautionary Tale Using Consumer Animosity as an Example. <i>Advances in International Marketing</i> , 2011, , 11-30.	0.3	18
111	Estimating Willingness-to-pay with Choice-based Conjoint Analysis - Can Consumer Characteristics Explain Variations in Accuracy?. <i>British Journal of Management</i> , 2011, 22, 628-645.	3.3	18
112	Notes on measurement theory for causal-formative indicators: A reply to Hardin.. <i>Psychological Methods</i> , 2017, 22, 605-608.	2.7	18
113	The specification of pricing objectives: Empirical evidence from an oligopoly firm. <i>Managerial and Decision Economics</i> , 1994, 15, 73-85.	1.3	17
114	Specifying formatively-measured constructs in endogenous positions in structural equation models: Caveats and guidelines for researchers. <i>International Journal of Research in Marketing</i> , 2014, 31, 309-316.	2.4	17
115	How are brand names of Chinese companies perceived by Americans?. <i>Journal of Product and Brand Management</i> , 2015, 24, 110-123.	2.6	17
116	A comparison of export sales forecasting practices among UK firms. <i>Industrial Marketing Management</i> , 2002, 31, 479-490.	3.7	13
117	The bond between country and brand stereotypes: insights on the role of brand typicality and utilitarian/hedonic nature in enhancing stereotype content transfer. <i>International Marketing Review</i> , 2021, 38, 1143-1165.	2.2	13
118	MIMIC models and formative measurement: some thoughts on Lee, Cadogan & Chamberlain. <i>AMS Review</i> , 2013, 3, 30-37.	1.1	11
119	Measurement in the social sciences: where C-OAR-SE delivers and where it does not. <i>European Journal of Marketing</i> , 2016, 50, 1942-1952.	1.7	11
120	The Impact of Research Design Characteristics on the Evaluation and Use of Export Marketing Research: An Empirical Study. <i>Journal of Marketing Management</i> , 2002, 18, 73-104.	1.2	10
121	Export sales forecasting by UK firms. <i>Journal of Business Research</i> , 2003, 56, 45-54.	5.8	10
122	Measuring Market Orientation in an Export Context: Some Preliminary Evidence. , 1998, , 75-88.		10
123	The "Pricing Footprint" of Country-of-Origin: Conceptualization and Empirical Assessment. <i>Journal of Business Research</i> , 2021, 135, 749-757.	5.8	9
124	Uncertainty and synergy: Towards a formal model of corporate strategy. <i>Managerial and Decision Economics</i> , 1987, 8, 121-130.	1.3	8
125	An analysis of response bias in executives' self-reports. <i>Journal of Marketing Management</i> , 1995, 11, 835-846.	1.2	8
126	Measuring Abstract Constructs in Management and Organizational Research: The Case of Export Coordination. <i>British Journal of Management</i> , 2008, 19, 389-395.	3.3	8



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127	Higher-order models with reflective indicators. <i>Journal of Modelling in Management</i> , 2016, 11, 180-188.	1.1	8
128	Information Utilisation by Exporting Firms: Conceptualisation, Measurement, and Impact on Export Performance. , 1998, , 111-140.		8
129	Measuring the Research Performance of Marketing Academics: Issues, Methods, and Further Research Directions. <i>Marketing Education Review</i> , 1994, 4, 42-52.	0.8	7
130	Organizational aspects of export sales forecasting: an empirical investigation. <i>Journal of Strategic Marketing</i> , 1997, 5, 167-185.	3.7	6
131	The Interplay of Brand, Brand Origin and Brand User Stereotypes in Forming Value Perceptions. <i>British Journal of Management</i> , 2022, 33, 1924-1949.	3.3	6
132	Factors affecting subjective revision in forecasting A multi-period analysis. <i>International Journal of Research in Marketing</i> , 1989, 6, 283-297.	2.4	5
133	Eyes Wide Shut? Understanding and Managing Consumers' Visual Processing of Country Origin Cues. <i>British Journal of Management</i> , 2022, 33, 1432-1446.	3.3	5
134	Research Productivity in Business Economics: The Case of Marketing. <i>German Economic Review</i> , 2009, 10, 243-248.	0.5	4
135	Applying reactance theory to study consumer responses to COVID restrictions: a note on model specification. <i>International Marketing Review</i> , 2023, 40, 894-905.	2.2	4
136	The unobserved signaling ability of marketing accountability: can suppliers' marketing accountability enhance business customers' value perceptions?. <i>Journal of Business and Industrial Marketing</i> , 2019, 34, 166-175.	1.8	3
137	Marketing Priorities and Practice Within the Accounting Profession. <i>Services Marketing Quarterly</i> , 1994, 10, 9-26.	0.1	2
138	Getting Started with Data Analysis: Choosing the Right Method. <i>The Marketing Review</i> , 2000, 1, 77-87.	0.1	1
139	An Empirical Analysis of Danish Companies' Experiences in the People's Republic of China. <i>Journal of Global Marketing</i> , 1990, 3, 47-72.	2.0	0
140	1992 and the Scottish Whisky Industry. <i>Journal of Euromarketing</i> , 1991, 1, 59-83.	0.0	0
141	A Comparative Evaluation of Different Single-Item Selection Procedures for Construct Measurement. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 427-427.	0.1	0
142	Determinants of Export Sales Forecast Performance: Some Preliminary Evidence from UK Exporters. , 1997, , 299-322.		0