

# Adamantios Diamantopoulos

## List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

142  
papers

17,706  
citations

57  
h-index

133  
g-index

150  
ext. papers

20,478  
ext. citations

5.3  
avg, IF

7.23  
L-index

#	Paper	IF	Citations
142	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> , <b>2021</b> , 30, 118-131	4.3	9
141	The Pricing Footprint of Country-of-Origin: Conceptualization and Empirical Assessment. <i>Journal of Business Research</i> , <b>2021</b> , 135, 749-757	8.7	2
140	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> , <b>2020</b> , 37, 714-736	5.5	15
139	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> , <b>2020</b> , 28, 40-63	3.9	7
138	Do brand warmth and brand competence add value to consumers? A stereotyping perspective. <i>Journal of Business Research</i> , <b>2020</b> , 118, 346-362	8.7	15
137	Ten basic questions about structural equations modeling you should know the answers to. But perhaps you don't. <i>Industrial Marketing Management</i> , <b>2020</b> , 90, 252-263	6.9	14
136	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> , <b>2020</b> , 108, 487-495	8.7	12
135	On the Interplay Between Consumer Dispositions and Perceived Brand Globalness: Alternative Theoretical Perspectives and Empirical Assessment. <i>Journal of International Marketing</i> , <b>2019</b> , 27, 39-57	3.9	21
134	Stereotyping global brands: Is warmth more important than competence?. <i>Journal of Business Research</i> , <b>2019</b> , 104, 614-621	8.7	27
133	Modeling the role of consumer xenocentrism in impacting preferences for domestic and foreign brands: A mediation analysis. <i>Journal of Business Research</i> , <b>2019</b> , 104, 587-596	8.7	15
132	The relational value of perceived brand globalness and localness. <i>Journal of Business Research</i> , <b>2019</b> , 104, 597-613	8.7	31
131	The unobserved signaling ability of marketing accountability: can suppliers' marketing accountability enhance business customers' value perceptions?. <i>Journal of Business and Industrial Marketing</i> , <b>2019</b> , 34, 166-175	3	1
130	Should have I Bought the other One? Experiencing Regret in Global versus Local Brand Purchase Decisions. <i>Journal of International Marketing</i> , <b>2018</b> , 26, 1-21	3.9	23
129	I use it but will Tell you that I Don't: Consumers' Country-of-Origin Cue usage Denial. <i>Journal of International Marketing</i> , <b>2017</b> , 25, 52-71	3.9	43
128	Exploring the effectiveness of foreign brand communication: Consumer culture ad imagery and brand schema incongruity. <i>Journal of Business Research</i> , <b>2017</b> , 80, 210-217	8.7	22
127	Regretting your brand-self? The moderating role of consumer-brand identification on consumer responses to purchase regret. <i>Journal of Business Research</i> , <b>2017</b> , 80, 218-227	8.7	46
126	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> , <b>2017</b> , 80, 228-235	8.7	18

125	Explicit versus implicit country stereotypes as predictors of product preferences: Insights from the stereotype content model. <i>Journal of International Business Studies</i> , <b>2017</b> , 48, 1023-1036	8.5	42
124	The EU as superordinate brand origin: an entitativity perspective. <i>International Marketing Review</i> , <b>2017</b> , 34, 183-205	4.4	12
123	In defense of causal-formative indicators: A minority report. <i>Psychological Methods</i> , <b>2017</b> , 22, 581-596	7.1	119
122	I hate where it comes from but I still buy it: Countervailing influences of animosity and nostalgia. <i>Journal of International Business Studies</i> , <b>2017</b> , 48, 992-1008	8.5	28
121	Notes on measurement theory for causal-formative indicators: A reply to Hardin. <i>Psychological Methods</i> , <b>2017</b> , 22, 605-608	7.1	14
120	Consumer Xenocentrism as Determinant of Foreign Product Preference: A System Justification Perspective. <i>Journal of International Marketing</i> , <b>2016</b> , 24, 58-77	3.9	63
119	How Product Category Shapes Preferences toward Global and Local Brands: A Schema Theory Perspective. <i>Journal of International Marketing</i> , <b>2016</b> , 24, 61-81	3.9	49
118	The interplay between country stereotypes and perceived brand globalness/localness as drivers of brand preference. <i>Journal of Business Research</i> , <b>2016</b> , 69, 3621-3628	8.7	98
117	Higher-order models with reflective indicators. <i>Journal of Modelling in Management</i> , <b>2016</b> , 11, 180-188	2.2	6
116	Selecting single items to measure doubly concrete constructs: A cautionary tale. <i>Journal of Business Research</i> , <b>2016</b> , 69, 3159-3167	8.7	47
115	A Taxonomy and Review of Positive Consumer Dispositions toward Foreign Countries and Globalization. <i>Journal of International Marketing</i> , <b>2016</b> , 24, 82-110	3.9	102
114	Measurement in the social sciences: where C-OAR-SE delivers and where it does not. <i>European Journal of Marketing</i> , <b>2016</b> , 50, 1942-1952	4.4	10
113	Global brand ownership: The mediating roles of consumer attitudes and brand identification. <i>Journal of Business Research</i> , <b>2016</b> , 69, 3629-3635	8.7	39
112	Should we use single items? Better not. <i>Journal of Business Research</i> , <b>2016</b> , 69, 3199-3203	8.7	32
111	Consumer Ethnocentrism, National Identity, and Consumer Cosmopolitanism as Drivers of Consumer Behavior: A Social Identity Theory Perspective. <i>Journal of International Marketing</i> , <b>2015</b> , 23, 25-54	3.9	170
110	The impact of perceived brand globalness on consumers' willingness to pay. <i>International Journal of Research in Marketing</i> , <b>2015</b> , 32, 431-434	5.5	58
109	How are brand names of Chinese companies perceived by Americans?. <i>Journal of Product and Brand Management</i> , <b>2015</b> , 24, 110-123	4.3	10
108	The Quality of Export Marketing Research Information: An Investigation of Key Antecedents. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , <b>2015</b> , 57-58	0.1	

107	Conflating Antecedents and Formative Indicators: A Comment on Aguirre-Urreta and Marakas. <i>Information Systems Research</i> , <b>2014</b> , 25, 780-784	3.8	31
106	Common Beliefs and Reality About PLS: Comments on Rönkkö and Evermann (2013). <i>Organizational Research Methods</i> , <b>2014</b> , 17, 182-209	5.7	1201
105	Internal Branding: Social Identity and Social Exchange Perspectives on Turning Employees into Brand Champions. <i>Journal of Service Research</i> , <b>2014</b> , 17, 310-325	6	135
104	Specifying formatively-measured constructs in endogenous positions in structural equation models: Caveats and guidelines for researchers. <i>International Journal of Research in Marketing</i> , <b>2014</b> , 31, 309-316	5.5	15
103	Drivers of Export Segmentation Effectiveness and Their Impact on Export Performance. <i>Journal of International Marketing</i> , <b>2014</b> , 22, 39-61	3.9	36
102	MIMIC models, formative indicators and the joys of research. <i>AMS Review</i> , <b>2013</b> , 3, 160-170	3	13
101	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> , <b>2013</b> , 41, 567-585	12.4	86
100	Activation of country stereotypes: automaticity, consonance, and impact. <i>Journal of the Academy of Marketing Science</i> , <b>2013</b> , 41, 400-417	12.4	96
99	MIMIC models and formative measurement: some thoughts on Lee, Cadogan & Chamberlain. <i>AMS Review</i> , <b>2013</b> , 3, 30-37	3	11
98	Country-Specific Associations Made by Consumers: A Dual-Coding Theory Perspective. <i>Journal of International Marketing</i> , <b>2013</b> , 21, 95-121	3.9	63
97	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> , <b>2012</b> , 40, 434-449	12.4	598
96	Customer-Perceived Positioning Effectiveness: Conceptualization, Operationalization, and Implications for New Product Managers. <i>Journal of Product Innovation Management</i> , <b>2012</b> , 29, 229-244	7.1	25
95	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> , <b>2012</b> , 20, 19-41	3.9	181
94	Cosmopolitan consumers as a target group for segmentation. <i>Journal of International Business Studies</i> , <b>2012</b> , 43, 285-305	8.5	172
93	Service Quality and Export Performance of Business-to-Business Service Providers: The Role of Service Employees and Customer-Oriented Quality Control Initiatives. <i>Journal of International Marketing</i> , <b>2011</b> , 19, 1-22	3.9	32
92	Using Formative Measures in International Marketing Models: A Cautionary Tale Using Consumer Animosity as an Example. <i>Advances in International Marketing</i> , <b>2011</b> , 11-30		13
91	Estimating Willingness-to-pay with Choice-based Conjoint Analysis [Can Consumer Characteristics Explain Variations in Accuracy?]. <i>British Journal of Management</i> , <b>2011</b> , 22, 628-645	5.6	16
90	The relationship between country-of-origin image and brand image as drivers of purchase intentions. <i>International Marketing Review</i> , <b>2011</b> , 28, 508-524	4.4	150

89	Consumers' Emotional Bonds with Foreign Countries: Does Consumer Affinity Affect Behavioral Intentions?. <i>Journal of International Marketing</i> , <b>2011</b> , 19, 45-72	3.9	128
88	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> , <b>2011</b> , 19, 95-116	3.9	105
87	Incorporating Formative Measures into Covariance-Based Structural Equation Models. <i>MIS Quarterly: Management Information Systems</i> , <b>2011</b> , 35, 335	5.3	150
86	Assessing the cross-national invariance of formative measures: Guidelines for international business researchers. <i>Journal of International Business Studies</i> , <b>2010</b> , 41, 360-370	8.5	54
85	Evaluating the effectiveness of brand-positioning strategies from a consumer perspective. <i>European Journal of Marketing</i> , <b>2010</b> , 44, 1763-1786	4.4	75
84	Reflective and formative metrics of relationship value: Response to Baxter's commentary essay. <i>Journal of Business Research</i> , <b>2010</b> , 63, 91-93	8.7	33
83	Advancing the country image construct: Reply to Samiee's (2009) commentary. <i>Journal of Business Research</i> , <b>2010</b> , 63, 446-449	8.7	27
82	Consumer Affinity Construct <b>2010</b> ,		2
81	Export segmentation effectiveness: index construction and link to export performance. <i>Journal of Strategic Marketing</i> , <b>2009</b> , 17, 55-73	2.7	15
80	The Impact of Product-Country Image and Marketing Efforts on Retailer-Perceived Brand Equity: An Empirical Analysis. <i>Journal of Retailing</i> , <b>2009</b> , 85, 437-452	6.5	93
79	A Typology of Consumers' Emotional Response Styles during Service Recovery Encounters*. <i>British Journal of Management</i> , <b>2009</b> , 20, 292-308	5.6	44
78	Research Productivity in Business Economics: The Case of Marketing. <i>German Economic Review</i> , <b>2009</b> , 10, 243-248	1.1	4
77	Consumer cosmopolitanism: Review and replication of the CYMYC scale. <i>Journal of Business Research</i> , <b>2009</b> , 62, 407-419	8.7	106
76	Advancing the country image construct. <i>Journal of Business Research</i> , <b>2009</b> , 62, 726-740	8.7	399
75	Measuring Abstract Constructs in Management and Organizational Research: The Case of Export Coordination. <i>British Journal of Management</i> , <b>2008</b> , 19, 389-395	5.6	5
74	Advancing formative measurement models. <i>Journal of Business Research</i> , <b>2008</b> , 61, 1203-1218	8.7	827
73	Market Segmentation in Practice: Review of Empirical Studies, Methodological Assessment, and Agenda for Future Research. <i>Journal of Strategic Marketing</i> , <b>2008</b> , 16, 223-265	2.7	53
72	Brand Origin Identification by Consumers: A Classification Perspective. <i>Journal of International Marketing</i> , <b>2008</b> , 16, 39-71	3.9	179

71	The Role of Emotions in Translating Perceptions of (In)Justice into Postcomplaint Behavioral Responses. <i>Journal of Service Research</i> , <b>2008</b> , 11, 91-103	6	116
70	The Consumer Affinity Construct: Conceptualization, Qualitative Investigation, and Research Agenda. <i>Journal of International Marketing</i> , <b>2008</b> , 16, 23-56	3.9	108
69	Exploring the Construct of Segmentation Effectiveness: Insights from International Companies and Experts. <i>Journal of Strategic Marketing</i> , <b>2008</b> , 16, 129-156	2.7	27
68	Formative Indikatoren: Einige Anmerkungen zu ihrer Art, Validität und Multikollinearität. <i>Journal of Business Economics</i> , <b>2008</b> , 78, 1183-1196	2.3	28
67	Home Country Image, Country Brand Equity and Consumers' Product Preferences: An Empirical Study. <i>Management International Review</i> , <b>2008</b> , 48, 577-602	3.2	86
66	Measuring experienced emotions during service recovery encounters: construction and assessment of the ESRE scale. <i>Service Business</i> , <b>2008</b> , 2, 65-81	3.9	47
65	Managerial Assessments of Export Performance: Conceptual Framework and Empirical Illustration. <i>Journal of International Marketing</i> , <b>2007</b> , 15, 1-31	3.9	60
64	Product intelligence: its conceptualization, measurement and impact on consumer satisfaction. <i>Journal of the Academy of Marketing Science</i> , <b>2007</b> , 35, 340-356	12.4	79
63	Consumer animosity: a literature review and a reconsideration of its measurement. <i>International Marketing Review</i> , <b>2007</b> , 24, 87-119	4.4	197
62	The error term in formative measurement models: interpretation and modeling implications. <i>Journal of Modelling in Management</i> , <b>2006</b> , 1, 7-17	2.2	182
61	The impact of response styles on the stability of cross-national comparisons. <i>Journal of Business Research</i> , <b>2006</b> , 59, 925-935	8.7	54
60	Formative Versus Reflective Indicators in Organizational Measure Development: A Comparison and Empirical Illustration. <i>British Journal of Management</i> , <b>2006</b> , 17, 263-282	5.6	1516
59	The C-OAR-SE procedure for scale development in marketing: a comment. <i>International Journal of Research in Marketing</i> , <b>2005</b> , 22, 1-9	5.5	130
58	The impact of brand extensions on brand personality: experimental evidence. <i>European Journal of Marketing</i> , <b>2005</b> , 39, 129-149	4.4	101
57	Domestic country bias, country-of-origin effects, and consumer ethnocentrism: A multidimensional unfolding approach. <i>Journal of the Academy of Marketing Science</i> , <b>2004</b> , 32, 80-95	12.4	414
56	Export Information Use: A Five-Country Investigation of Key Determinants. <i>Journal of International Marketing</i> , <b>2003</b> , 11, 106-127	3.9	25
55	Towards an understanding of cross-national similarities and differences in export information utilization. <i>International Marketing Review</i> , <b>2003</b> , 20, 17-43	4.4	25
54	A model of export sales forecasting behavior and performance: development and testing. <i>International Journal of Forecasting</i> , <b>2003</b> , 19, 271-285	5.3	20

53	Export sales forecasting by UK firms. <i>Journal of Business Research</i> , <b>2003</b> , 56, 45-54	8.7	7
52	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> , <b>2003</b> , 56, 465-480	8.7	918
51	Strategic innovation: the construct, its drivers and its strategic outcomes. <i>Journal of Strategic Marketing</i> , <b>2003</b> , 11, 117-132	2.7	92
50	Theoretical justification of sampling choices in international marketing research: key issues and guidelines for researchers. <i>Journal of International Business Studies</i> , <b>2003</b> , 34, 80-89	8.5	146
49	A comparison of export sales forecasting practices among UK firms. <i>Industrial Marketing Management</i> , <b>2002</b> , 31, 479-490	6.9	12
48	The Impact of Research Design Characteristics on the Evaluation and Use of Export Marketing Research: An Empirical Study. <i>Journal of Marketing Management</i> , <b>2002</b> , 18, 73-104	3.2	10
47	Export Market-oriented Activities: Their Antecedents and Performance Consequences. <i>Journal of International Business Studies</i> , <b>2002</b> , 33, 615-626	8.5	250
46	Managerial evaluation of sales forecasting effectiveness: A MIMIC modeling approach. <i>International Journal of Research in Marketing</i> , <b>2002</b> , 19, 151-166	5.5	28
45	The Impact of Nationalism, Patriotism and Internationalism on Consumer Ethnocentric Tendencies. <i>Journal of International Business Studies</i> , <b>2001</b> , 32, 157-175	8.5	361
44	Index Construction with Formative Indicators: An Alternative to Scale Development. <i>Journal of Marketing Research</i> , <b>2001</b> , 38, 269-277	5.2	2777
43	Introducing LISREL <b>2000</b> ,		739
42	A Measure of Export Market Orientation: Scale Development and Cross-cultural Validation. <i>Journal of International Business Studies</i> , <b>1999</b> , 30, 689-707	8.5	220
41	The impact of firm and export characteristics on the accuracy of export sales forecasts: evidence from UK exporters. <i>International Journal of Forecasting</i> , <b>1999</b> , 15, 67-81	5.3	22
40	Measuring Export Information Use: Scale Development and Validation. <i>Journal of Business Research</i> , <b>1999</b> , 46, 1-14	8.7	86
39	Viewpoint Export performance measurement: reflective versus formative indicators. <i>International Marketing Review</i> , <b>1999</b> , 16, 444-457	4.4	154
38	Export information acquisition modes: measure development and validation. <i>International Marketing Review</i> , <b>1999</b> , 16, 143-168	4.4	50
37	The effect of pretest method on error detection rates. <i>European Journal of Marketing</i> , <b>1998</b> , 32, 480-498	4.4	35
36	Information Utilisation by Exporting Firms: Conceptualisation, Measurement, and Impact on Export Performance <b>1998</b> , 111-140		7

35	Measuring Market Orientation in an Export Context: Some Preliminary Evidence <b>1998</b> , 75-88		9
34	Use and non-use of export information: Some preliminary insights into antecedents and impact on export performance. <i>Journal of Marketing Management</i> , <b>1997</b> , 13, 135-151	3.2	59
33	Organizational aspects of export sales forecasting: an empirical investigation. <i>Journal of Strategic Marketing</i> , <b>1997</b> , 5, 167-185	2.7	6
32	Use of export marketing research by industrial firms: an application and extension of Deshpande and Zaltman's model. <i>International Business Review</i> , <b>1997</b> , 6, 245-270	6.2	25
31	Determinants of Export Sales Forecast Performance: Some Preliminary Evidence from UK Exporters <b>1997</b> , 299-322		
30	Internationalizing the market orientation construct: an in-depth interview approach. <i>Journal of Strategic Marketing</i> , <b>1996</b> , 4, 23-52	2.7	65
29	The link between green purchasing decisions and measures of environmental consciousness. <i>European Journal of Marketing</i> , <b>1996</b> , 30, 35-55	4.4	518
28	A Conceptual Framework of Export Marketing Information Use: Key Issues and Research Propositions. <i>Journal of International Marketing</i> , <b>1996</b> , 4, 49-71	3.9	92
27	Forecasting practice: A review of the empirical literature and an agenda for future research. <i>International Journal of Forecasting</i> , <b>1996</b> , 12, 193-221	5.3	64
26	Determinants of industrial mail survey response: A survey-on-surveys analysis of researchers' and managers' views. <i>Journal of Marketing Management</i> , <b>1996</b> , 12, 505-531	3.2	69
25	Perceived service quality and medical outcome: An interdisciplinary review and suggestions for future research. <i>Journal of Marketing Management</i> , <b>1995</b> , 11, 97-117	3.2	22
24	An analysis of response bias in executives' self-reports. <i>Journal of Marketing Management</i> , <b>1995</b> , 11, 835-846	3.4	7
23	Narver and Slater, Kohli and Jaworski and the market orientation construct: integration and internationalization. <i>Journal of Strategic Marketing</i> , <b>1995</b> , 3, 41-60	2.7	215
22	Measuring market orientation: some evidence on Narver and Slater's three-component scale. <i>Journal of Strategic Marketing</i> , <b>1995</b> , 3, 77-88	2.7	50
21	Marketing Priorities and Practice Within the Accounting Profession. <i>Services Marketing Quarterly</i> , <b>1994</b> , 10, 9-26		2
20	Towards a taxonomy of forecast error measures a factor-comparative investigation of forecast error dimensions. <i>Journal of Forecasting</i> , <b>1994</b> , 13, 409-416	2.1	28
19	The specification of pricing objectives: Empirical evidence from an oligopoly firm. <i>Managerial and Decision Economics</i> , <b>1994</b> , 15, 73-85	1.1	15
18	Measuring the Research Performance of Marketing Academics: Issues, Methods, and Further Research Directions. <i>Marketing Education Review</i> , <b>1994</b> , 4, 42-52	0.8	7



17	Pretesting in Questionnaire Design: The Impact of Respondent Characteristics on Error Detection. <i>International Journal of Market Research</i> , <b>1994</b> , 36, 1-15		28
16	Measuring ecological concern: A multi-construct perspective. <i>Journal of Marketing Management</i> , <b>1993</b> , 9, 415-430	3.2	129
15	Linking market orientation and company performance: preliminary evidence on Kohli and Jaworski's framework. <i>Journal of Strategic Marketing</i> , <b>1993</b> , 1, 93-121	2.7	278
14	Marketing Research Activity and Company Performance: Evidence from Manufacturing Industry. <i>European Journal of Marketing</i> , <b>1993</b> , 27, 54-72	4.4	38
13	Pre-Testing in Questionnaire Design: A Review of the Literature and Suggestions for Further Research. <i>International Journal of Market Research</i> , <b>1993</b> , 35, 1-11		89
12	Judgemental revision of sales forecasts: The relative performance of judgementally revised versus non-revised forecasts. <i>Journal of Forecasting</i> , <b>1992</b> , 11, 569-576	2.1	21
11	Factors affecting industrial mail response rates. <i>Industrial Marketing Management</i> , <b>1991</b> , 20, 327-339	6.9	21
10	1992 and the Scottish Whisky Industry. <i>Journal of Euromarketing</i> , <b>1991</b> , 1, 59-83		
9	An Empirical Analysis of Danish Companies' Experiences in the People's Republic of China. <i>Journal of Global Marketing</i> , <b>1990</b> , 3, 47-72	2.4	
8	Factors affecting the nature and effectiveness of subjective revision in sales forecasting: An empirical study. <i>Managerial and Decision Economics</i> , <b>1989</b> , 10, 51-59	1.1	24
7	Judgemental revision of sales forecasts: A longitudinal extension. <i>Journal of Forecasting</i> , <b>1989</b> , 8, 129-140	4.1	49
6	Factors affecting subjective revision in forecasting A multi-period analysis. <i>International Journal of Research in Marketing</i> , <b>1989</b> , 6, 283-297	5.5	3
5	IDENTIFYING DIFFERENCES BETWEEN HIGH- AND LOW-INVOLVEMENT EXPORTERS. <i>International Marketing Review</i> , <b>1988</b> , 5, 52-60	4.4	125
4	Uncertainty and synergy: Towards a formal model of corporate strategy. <i>Managerial and Decision Economics</i> , <b>1987</b> , 8, 121-130	1.1	6
3	Vertical quasi-integration revisited: The role of power. <i>Managerial and Decision Economics</i> , <b>1987</b> , 8, 185-194	1.4	24
2	The Interplay of Brand, Brand Origin and Brand User Stereotypes in Forming Value Perceptions. <i>British Journal of Management</i> ,	5.6	1
1	Country of Origin as Brand Element		2