

Jay Weerawardena

List of Publications by Year in descending order

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Version: 2024-02-01

37
papers

5,986
citations

236612

25
h-index

315357

38
g-index

39
all docs

39
docs citations

39
times ranked

3550
citing authors

#	ARTICLE	IF	CITATIONS
1	Investigating social entrepreneurship: A multidimensional model. <i>Journal of World Business</i> , 2006, 41, 21-35.	4.6	922
2	Conceptualizing accelerated internationalization in the born global firm: A dynamic capabilities perspective. <i>Journal of World Business</i> , 2007, 42, 294-306.	4.6	670
3	Social entrepreneurship: towards conceptualisation. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2003, 8, 76-88.	0.5	610
4	Networking capability and international entrepreneurship. <i>International Marketing Review</i> , 2006, 23, 549-572.	2.2	436
5	The role of marketing capability in innovation-based competitive strategy. <i>Journal of Strategic Marketing</i> , 2003, 11, 15-35.	3.7	335
6	Does industry matter? Examining the role of industry structure and organizational learning in innovation and brand performance. <i>Journal of Business Research</i> , 2006, 59, 37-45.	5.8	326
7	Sustainability of nonprofit organizations: An empirical investigation. <i>Journal of World Business</i> , 2010, 45, 346-356.	4.6	273
8	Exploring the role of market learning capability in competitive strategy. <i>European Journal of Marketing</i> , 2003, 37, 407-429.	1.7	200
9	Examining the role of international entrepreneurship, innovation and international market performance in SME internationalisation. <i>European Journal of Marketing</i> , 2009, 43, 1325-1348.	1.7	195
10	Competing through service innovation: The role of bricolage and entrepreneurship in project-oriented firms. <i>Journal of Business Research</i> , 2013, 66, 1085-1097.	5.8	186
11	Exploring the characteristics of the market-driven firms and antecedents to sustained competitive advantage. <i>Industrial Marketing Management</i> , 2004, 33, 419-428.	3.7	184
12	Conceptualizing and operationalizing the social entrepreneurship construct. <i>Journal of Business Research</i> , 2018, 86, 32-40.	5.8	176
13	Towards a model of dynamic capabilities in innovation-based competitive strategy: Insights from project-oriented service firms. <i>Industrial Marketing Management</i> , 2011, 40, 1251-1263.	3.7	154
14	The effects of perceived industry competitive intensity and marketing-related capabilities: Drivers of superior brand performance. <i>Industrial Marketing Management</i> , 2010, 39, 571-581.	3.7	145
15	Advancing entrepreneurial marketing. <i>European Journal of Marketing</i> , 2012, 46, 542-561.	1.7	143
16	The central role of knowledge integration capability in service innovation-based competitive strategy. <i>Industrial Marketing Management</i> , 2019, 76, 144-156.	3.7	133
17	The role of the market sub-system and the socio-technical sub-system in innovation and firm performance: a dynamic capabilities approach. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 221-239.	7.2	124
18	Capabilities, innovation and competitive advantage. <i>Industrial Marketing Management</i> , 2011, 40, 1220-1223.	3.7	119

#	ARTICLE	IF	CITATIONS
19	Competitive Strategy in Socially Entrepreneurial Nonprofit Organizations: Innovation and Differentiation. <i>Journal of Public Policy and Marketing</i> , 2012, 31, 91-101.	2.2	110
20	Learning, Innovation and Competitive Advantage in Not-for-Profit Aged Care Marketing: A Conceptual Model and Research Propositions. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2001, 9, 53-73.	0.9	91
21	Gendered perceptions of experiential value in using web-based retail channels. <i>European Journal of Marketing</i> , 2007, 41, 640-658.	1.7	79
22	Business model innovation in social purpose organizations: Conceptualizing dual social-economic value creation. <i>Journal of Business Research</i> , 2021, 125, 762-771.	5.8	56
23	Learning capabilities, human resource management innovation and competitive advantage. <i>International Journal of Human Resource Management</i> , 2018, 29, 1736-1766.	3.3	53
24	Capabilities development and deployment activities in born global B-to-B firms for early entry into international markets. <i>Industrial Marketing Management</i> , 2019, 78, 122-136.	3.7	46
25	Establishing measures and drivers of consumer brand engagement behaviours. <i>Journal of Brand Management</i> , 2016, 23, 41-69.	2.0	41
26	From "virtuous" to "pragmatic" pursuit of social mission. <i>Management Research Review</i> , 2015, 38, 970-991.	1.5	27
27	The learning subsystem interplay in service innovation in born global service firm internationalization. <i>Industrial Marketing Management</i> , 2020, 89, 181-195.	3.7	27
28	Branding in the Non-Profit Context: The Case of Surf Life Saving Australia. <i>Australasian Marketing Journal</i> , 2007, 15, 108-119.	3.5	26
29	New Service Development and Competitive Advantage: A Conceptual Model. <i>Australasian Marketing Journal</i> , 2002, 10, 13-23.	3.5	18
30	Strategic Planning Practices in Small Enterprises in Queensland. <i>Small Enterprise Research: the Journal of SEANZ</i> , 1996, 4, 5-16.	1.1	17
31	An Empirical Investigation into Entrepreneurship and Organizational Innovation-based Competitive Strategy. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2001, 3, 51-70.	0.7	16
32	Editorial and research agenda: JBR special issue on business model innovation in social purpose organizations. <i>Journal of Business Research</i> , 2021, 125, 592-596.	5.8	16
33	Guest editorial: nonprofit competitive strategy. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2008, 13, 103-106.	0.5	7
34	Entrepreneurial behaviour: a new perspective on the role of the HR professional. <i>Personnel Review</i> , 2019, 48, 1809-1829.	1.6	6
35	Social Entrepreneurship and Value Creation in Not-For-Profit Organizations. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 372-376.	0.1	4
36	Pitching at the Fuzzy Front-End: Authentically Assessing New Product Development. <i>Australasian Marketing Journal</i> , 2021, 29, 54-65.	3.5	2

#	ARTICLE	IF	CITATIONS
37	Innovation in Queensland Firms. Queensland Review, 2003, 10, 89-101.	0.1	1