

Morgan Miles

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3060530/publications.pdf>

Version: 2024-02-01

120
papers

6,677
citations

109264

35
h-index

79644

73
g-index

128
all docs

128
docs citations

128
times ranked

4317
citing authors

#	ARTICLE	IF	CITATIONS
1	Corporate Entrepreneurship and the Pursuit of Competitive Advantage. <i>Entrepreneurship Theory and Practice</i> , 1999, 23, 47-63.	7.1	879
2	Environmental Marketing: A Source of Reputational, Competitive, and Financial Advantage. , 2000, 23, 299-311.		608
3	Customer engagement with tourism social media brands. <i>Tourism Management</i> , 2017, 59, 597-609.	5.8	473
4	The Relationship between Marketing Orientation and Entrepreneurial Orientation. <i>Entrepreneurship Theory and Practice</i> , 1991, 15, 49-66.	7.1	309
5	Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent. <i>Journal of Business Research</i> , 2018, 88, 388-396.	5.8	285
6	The Evolution and Development of Entrepreneurial Marketing. <i>Journal of Small Business Management</i> , 2008, 46, 99-112.	2.8	283
7	Exploring the Practice of Corporate Venturing: Some Common Forms and Their Organizational Implications. <i>Entrepreneurship Theory and Practice</i> , 2002, 26, 21-40.	7.1	223
8	Strategic Use of Corporate Venturing. <i>Entrepreneurship Theory and Practice</i> , 2007, 31, 183-207.	7.1	202
9	The Inception and Growth of the <i>Journal of Marketing Theory and Practice</i> . <i>Journal of Marketing Theory and Practice</i> , 1999, 7, 1-7.	2.6	201
10	Large firms, entrepreneurial marketing processes, and the cycle of competitive advantage. <i>European Journal of Marketing</i> , 2006, 40, 485-501.	1.7	147
11	The Role of Strategic Conversations with Stakeholders in the Formation of Corporate Social Responsibility Strategy. <i>Journal of Business Ethics</i> , 2006, 69, 195-205.	3.7	136
12	The Relationship between Environmental Dynamism and Small Firm Structure, Strategy, and Performance. <i>Journal of Marketing Theory and Practice</i> , 2000, 8, 63-78.	2.6	129
13	Entrepreneurial marketing: acknowledging the entrepreneur and customer-centric interrelationship. <i>Journal of Strategic Marketing</i> , 2010, 18, 303-316.	3.7	124
14	Exploring market orientation, innovation, and financial performance in agricultural value chains in emerging economies. <i>Journal of Innovation & Knowledge</i> , 2018, 3, 154-163.	7.3	110
15	The Corporate Social Responsibility Continuum as a Component of Stakeholder Theory. <i>Business and Society Review</i> , 2005, 110, 371-387.	0.9	109
16	With the best of intentions: a large sample test of the intention-behaviour gap in pro-environmental consumer behaviour. <i>International Journal of Consumer Studies</i> , 2017, 41, 2-10.	7.2	99
17	The Potential Impact of Social Accountability Certification on Marketing: A Short Note. <i>Journal of Business Ethics</i> , 2004, 50, 1-11.	3.7	90
18	Exploring entrepreneurial marketing. <i>Journal of Strategic Marketing</i> , 2015, 23, 94-111.	3.7	90

#	ARTICLE	IF	CITATIONS
19	The effect of purchase situation on realized pro-environmental consumer behavior. <i>Journal of Business Research</i> , 2016, 69, 1582-1586.	5.8	89
20	The interrelationship between SME government support programs, entrepreneurial orientation, and performance: A developing economy perspective. <i>Journal of Small Business Management</i> , 2020, 58, 2-31.	2.8	72
21	Corporate venturing in family business: The effects on the family and its members. <i>Entrepreneurship and Regional Development</i> , 2010, 22, 349-377.	2.0	71
22	Sustainable corporate entrepreneurship. <i>International Entrepreneurship and Management Journal</i> , 2009, 5, 65-76.	2.9	70
23	ISO 14000 total quality environmental management: The integration of environmental marketing, total quality management, and corporate environmental policy. <i>Journal of Quality Management</i> , 1997, 2, 151-168.	0.3	67
24	Accelerators as start-up infrastructure for entrepreneurial clusters. <i>Entrepreneurship and Regional Development</i> , 2019, 31, 133-149.	2.0	63
25	From e-CRM to s-CRM. Critical factors underpinning the social CRM activities of SMEs. <i>Small Enterprise Research: the Journal of SEAANZ</i> , 2014, 21, 99-116.	1.1	61
26	Social Enterprises and the Performance Advantages of a Vincentian Marketing Orientation. <i>Journal of Business Ethics</i> , 2014, 123, 549-556.	3.7	58
27	The Performance Advantages for SMEs of Product Innovation and Marketing Resource-Capability Complementarity in Emerging Economies. <i>Journal of Small Business Management</i> , 2016, 54, 805-826.	2.8	57
28	The impact of ISO 14000 environmental management standards on small and medium sized enterprises. <i>Journal of Quality Management</i> , 1999, 4, 111-122.	0.3	54
29	Marketing and environmental registration/certification: What industrial marketers should understand about ISO 14000. <i>Industrial Marketing Management</i> , 1997, 26, 363-370.	3.7	52
30	The 2003 AACSB Accreditation Standards and Implications for Business Faculty: A Short Note. <i>Journal of Education for Business</i> , 2004, 80, 29-34.	0.9	52
31	Influencer marketing: brand control, commercial orientation and post credibility. <i>Journal of Marketing Management</i> , 2020, 36, 1805-1831.	1.2	51
32	The interrelationship between temporal and environmental orientation and pro-environmental consumer behaviour. <i>International Journal of Consumer Studies</i> , 2014, 38, 612-619.	7.2	49
33	A Short Note on Poker, Publishing, & Working like Mad Not to Perish: An Entrepreneurial Perspective of the <i>Journal of Marketing Theory and Practice</i> . <i>Journal of Marketing Theory and Practice</i> , 2005, 13, 1-4.	2.6	47
34	The Impact of Resources and Strategic Orientation on Small Retail Firm Performance. <i>Journal of Small Business Management</i> , 2017, 55, 7-26.	2.8	47
35	An effectual leadership perspective for developing rural entrepreneurial ecosystems. <i>Small Business Economics</i> , 2020, 54, 933-949.	4.4	47
36	Entrepreneurial burnout: exploring antecedents, dimensions and outcomes. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2010, 12, 71-79.	0.7	46

#	ARTICLE	IF	CITATIONS
37	The Constant Gardener revisited: the effect of social blackmail on the marketing concept, innovation, and entrepreneurship. <i>Journal of Business Ethics</i> , 2002, 41, 287-295.	3.7	42
38	The role of social media in the engagement and information processes of social CRM. <i>International Journal of Information Management</i> , 2020, 54, 102151.	10.5	42
39	Modeling corporate entrepreneurship as rent-seeking competition. <i>Technovation</i> , 2003, 23, 393-400.	4.2	38
40	The Interrelationship Between Environmental Hostility And Entrepreneurial Orientation. <i>Journal of Applied Business Research</i> , 2011, 9, 12.	0.3	38
41	The dynamics of entrepreneurial ecosystems. <i>Entrepreneurship and Regional Development</i> , 2018, 30, 471-474.	2.0	36
42	The moderating role of explanatory style between experience and entrepreneurial self-efficacy. <i>International Entrepreneurship and Management Journal</i> , 2015, 11, 1-17.	2.9	35
43	Accelerators as authentic training experiences for nascent entrepreneurs. <i>Education and Training</i> , 2017, 59, 811-824.	1.7	35
44	The 2004 AMA Definition of Marketing and Its Relationship to a Market Orientation: An Extension of Cooke, Rayburn, & Abercrombie (1992). <i>Journal of Marketing Theory and Practice</i> , 2004, 12, 29-38.	2.6	33
45	The influence of entrepreneurial marketing processes and entrepreneurial self-efficacy on community vulnerability, risk, and resilience. <i>Journal of Strategic Marketing</i> , 2016, 24, 34-46.	3.7	29
46	Entrepreneurial orientation, knowledge acquisition and collaborative performance in agri-food value-chains in emerging markets. <i>Supply Chain Management</i> , 2020, 25, 521-533.	3.7	29
47	Innovation, Ethics, and Entrepreneurship. <i>Journal of Business Ethics</i> , 2004, 54, 97-101.	3.7	28
48	AACSB International and the management of its brand: implications for the future. <i>Journal of Management Development</i> , 2009, 28, 407-413.	1.1	24
49	Product resource capability complementarity, integration mechanisms, and first product advantage. <i>Journal of Business Research</i> , 2014, 67, 704-709.	5.8	24
50	Service dominant logic. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2009, 10, 57-69.	0.7	23
51	A research note on market creation in the pharmaceutical industry. <i>Journal of Business Research</i> , 2011, 64, 723-727.	5.8	23
52	Testing innovation systems theory using Qualitative Comparative Analysis. <i>Journal of Business Research</i> , 2016, 69, 1283-1287.	5.8	23
53	A research note on the effect of entrepreneurial orientation on small retailer performance: a resource-advantage perspective. <i>International Entrepreneurship and Management Journal</i> , 2015, 11, 409-424.	2.9	22
54	Four questions of entrepreneurial marketing education: Perspectives of university educators. <i>Journal of Business Research</i> , 2020, 113, 189-197.	5.8	22

#	ARTICLE	IF	CITATIONS
55	The art of entrepreneurial market creation. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2014, 16, 163-182.	0.7	21
56	Innovation system problems: Causal configurations of innovation failure. <i>Journal of Business Research</i> , 2016, 69, 5408-5412.	5.8	21
57	Leveraging innovation knowledge management to create positional advantage in agricultural value chains. <i>Journal of Innovation & Knowledge</i> , 2019, 4, 115-123.	7.3	21
58	Time and the dynamics of entrepreneurial ecosystems. <i>Entrepreneurship and Regional Development</i> , 2021, 33, 1-14.	2.0	21
59	An exploratory study of the perceptions of AACSB International's 2013 Accreditation Standards. <i>Journal of International Education in Business</i> , 2015, 8, 2-17.	0.8	20
60	Corporate sponsorship of events and tax implications: is there an opportunity for global coordination?. <i>International Marketing Review</i> , 1997, 14, 183-195.	2.2	19
61	A short note on entrepreneurship as method: a social enterprise perspective. <i>International Entrepreneurship and Management Journal</i> , 2013, 9, 113-128.	2.9	18
62	Collegiality in business schools. <i>International Journal of Educational Management</i> , 2015, 29, 322-333.	0.9	18
63	An exploratory study of sustainability as a stimulus for corporate entrepreneurship. <i>Corporate Social Responsibility and Environmental Management</i> , 2011, 18, 162-171.	5.0	17
64	AACSB International's 2013 accreditation standards. <i>Journal of International Education in Business</i> , 2014, 7, 86-107.	0.8	17
65	Corporate venturing and the rent cycle. <i>Technovation</i> , 2005, 25, 1437-1442.	4.2	16
66	A Commentary on Current Research at the Marketing and Entrepreneurship Interface*. <i>Journal of Small Business Management</i> , 2008, 46, 46-49.	2.8	16
67	Entrepreneurship's relevance to marketing. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2011, 13, 126-136.	0.7	15
68	Commentary: Setting socially irresponsible marketing objectives: a comment on a "equality of life approach". <i>European Journal of Marketing</i> , 1998, 32, 413-418.	1.7	14
69	Branding as innovation within agribusiness value chains. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2014, 16, 146-162.	0.7	14
70	Measuring Entrepreneurship in Business Schools. <i>Journal of Education for Business</i> , 2007, 82, 234-240.	0.9	13
71	Climate change regulation: implications for business executives. <i>European Business Review</i> , 2011, 23, 368-383.	1.9	13
72	Entrepreneurial orientation and vertical knowledge acquisition by smallholder agricultural firms in transitional economies: The role of interfirm collaboration in value-chains. <i>Journal of Business Research</i> , 2021, 137, 327-335.	5.8	13

#	ARTICLE	IF	CITATIONS
73	Strategic planning and agribusiness: an exploratory study of the adoption of strategic planning techniques by coöperatives. <i>British Food Journal</i> , 1997, 99, 401-408.	1.6	12
74	BENCHMARKING ENTREPRENEURSHIP EDUCATION IN U.S., AUSTRALIAN, AND NEW ZEALAND UNIVERSITY AGRICULTURE PROGRAMS. <i>Journal of Developmental Entrepreneurship</i> , 2015, 20, 1550017.	0.4	12
75	Linking B2B sales performance to entrepreneurial self-efficacy, entrepreneurial selling actions. <i>Journal of Business Research</i> , 2022, 142, 585-593.	5.8	12
76	Advertising budgeting practices in agribusiness: The case of farmer cooperatives. <i>Industrial Marketing Management</i> , 1997, 26, 31-40.	3.7	11
77	Social Responsibility and AACSB Accreditation Standards: How ISO 14000 Can Integrate Environmental Issues into the Marketing Curriculum. <i>Marketing Education Review</i> , 1998, 8, 57-65.	0.8	11
78	The root cause of innovation system problems: Formative measures and causal configurations. <i>Journal of Business Research</i> , 2016, 69, 5292-5298.	5.8	11
79	Applying a community entrepreneurship development framework to rural regional development. <i>Small Enterprise Research: the Journal of SEANZ</i> , 2018, 25, 257-275.	1.1	11
80	An entrepreneurial marketing process perspective of the role of intermediaries in producing innovation outcomes. <i>Journal of Business Research</i> , 2020, 112, 291-299.	5.8	11
81	Effects of AACSB Accreditation on Academic Salaries. <i>Journal of Education for Business</i> , 1992, 68, 55-60.	0.9	10
82	Patenting Strategy of Entrepreneurial Orientated Firms in New Zealand. <i>International Entrepreneurship and Management Journal</i> , 2005, 1, 45-59.	2.9	10
83	A NOTE ON ENTREPRENEURSHIP AS AN ALTERNATIVE LOGIC TO ADDRESS FOOD SECURITY IN THE DEVELOPING WORLD. <i>Journal of Developmental Entrepreneurship</i> , 2013, 18, 1350016.	0.4	10
84	How well do AACSB, AMBA and EQUIS manage their brands?. <i>Marketing Intelligence and Planning</i> , 2016, 34, 99-116.	2.1	10
85	Understanding entrepreneurial ecosystems using complex adaptive systems theory: getting the big picture for economic development, practice, and policy. <i>Entrepreneurship and Regional Development</i> , 2022, 34, 911-934.	2.0	10
86	Social negative option marketing. <i>Journal of Social Marketing</i> , 2015, 5, 125-138.	1.3	9
87	Leveraging the Entrepreneurial Method as a Tool for the Circular Economy: The Case of Wood Waste. <i>Sustainability</i> , 2022, 14, 1559.	1.6	9
88	An Exploratory Study of Self-administrated Quick audits as a Management Diagnostic to Assess Marketing and Entrepreneurial Orientations in Established and Startup Firms. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2004, 6, 64-77.	0.7	8
89	Editorial: Strategic marketing management in small and medium-sized enterprises. <i>International Entrepreneurship and Management Journal</i> , 2012, 8, 141-143.	2.9	8
90	The performance advantage of business planning for small and social retail enterprises in an economically disadvantaged region. <i>European Journal of International Management</i> , 2016, 10, 403.	0.1	8

#	ARTICLE	IF	CITATIONS
91	The museum of old and new art. <i>Journal of Vacation Marketing</i> , 2017, 23, 85-96.	2.5	8
92	Buyer-seller relational engagement and seller brand equity. <i>Journal of Business and Industrial Marketing</i> , 2019, 35, 1311-1322.	1.8	8
93	An Exploratory Role Analysis Of Opinion Leaders, Adopters, And Communicative Adopters With A Dynamically Continuous Innovation. <i>Journal of Applied Business Research</i> , 2010, 26, .	0.3	7
94	An exploratory study into the adoption of capital budgeting techniques by agricultural cooperatives. <i>British Food Journal</i> , 1997, 99, 128-132.	1.6	6
95	Promote or Perish? A brief note on academic social networking sites and academic reputation. <i>Journal of Marketing Management</i> , 2020, 36, 405-411.	1.2	6
96	The Role of Qualitative Research in Current Digital Social Media: Issues and Aspects<i>An Introduction</i>. <i>Psychology and Marketing</i> , 2016, 33, 1023-1028.	4.6	5
97	Exploring public universities as social enterprises. <i>International Journal of Educational Management</i> , 2017, 31, 404-414.	0.9	5
98	The relationship between the level of a corporation's public disclosure of its managerial values and its level of organizational authenticity. <i>European Business Review</i> , 2022, 34, 277-296.	1.9	5
99	Codes of ethics and firm size: A stakeholder approach to strategic planning. <i>International Journal of Value-Based Management</i> , 1993, 6, 49-60.	0.2	4
100	A Proposed Segmentation Framework for the Outdoor Recreation Market. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1993, 1, 51-69.	0.9	4
101	The effectiveness of life-cycle pricing for consumer durables. <i>Journal of Business Research</i> , 2015, 68, 1602-1606.	5.8	4
102	Incubator mediation in commercialising disruptive innovation. <i>Journal of Strategic Marketing</i> , 2019, 27, 177-189.	3.7	4
103	SMEs and the relationship between firm size and the enactment of espoused managerial values. <i>Small Enterprise Research: the Journal of SEAAANZ</i> , 2020, 27, 1-22.	1.1	4
104	Emergence of accelerators and accelerator policy: the case of Australia. , 2018, , .		4
105	Parenthood and wildland recreation consumption: An unexplored phenomenon. <i>Psychology and Marketing</i> , 1993, 10, 131-149.	4.6	3
106	African American Participation in Wildland Outdoor Recreation. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1995, 2, 63-77.	0.9	2
107	The Academic Career Opportunities for Doctoral Students Interested in the Marketing/Entrepreneurship Interface: An Exploratory Study of U.S. Institutions. <i>Marketing Education Review</i> , 1997, 7, 23-28.	0.8	2
108	Innovative Financial Technologies To Facilitate Trade With Eastern Europe. <i>Journal of Applied Business Research</i> , 2011, 8, 101.	0.3	2

#	ARTICLE	IF	CITATIONS
109	An Attempt to Make Marketing Theory Useful: The Foundations of the Association of Marketing Theory and Practice and the Journal of Marketing Theory and Practice. <i>Journal of Marketing Theory and Practice</i> , 2004, 12, 1-9.	2.6	1
110	A short note on corporate venturing for technology acquisition. <i>Innovation: Management, Policy and Practice</i> , 2011, 13, 126-133.	2.6	1
111	Past and Future Orientation, Environmental Attitudes and Green Consumer Behaviour. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2016, , 654-654.	0.1	1
112	Applying a Causal Ambush Marketing Framework to Social Media: The "Pleasure is Diverse"™ Campaign and the Australian Marriage Amendment. <i>Australasian Marketing Journal</i> , 2019, 27, 149-157.	3.5	1
113	Market Creation: A Path to Sustainable Competitive Advantage. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 331-331.	0.1	1
114	Entrepreneurial Marketing and University Education. , 2007, , .		1
115	Applying Consumer Service Marketing Techniques to the Practice of Wildland Outdoor Recreation Management. <i>Journal of Hospitality Marketing and Management</i> , 1993, 1, 41-62.	0.4	0
116	A Tax Perspective of Professional Services Marketing: The Acquisition of Customer Based Intangibles. <i>Services Marketing Quarterly</i> , 1995, 12, 85-93.	0.1	0
117	The Law of Unintended Consequences. <i>Journal of Private Equity</i> , 2004, 8, 70-75.	0.3	0
118	The Case of Mexicali Fresh: Bringing a Restaurant to New Zealand. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2007, 9, 102-116.	0.7	0
119	Developing a contemporary measure of employee perceptions of their work unit's psychological sense of community. <i>Journal of Workplace Learning</i> , 2019, 32, 16-34.	0.9	0
120	Tasmania's Bioeconomy: Employing the Seven Capitals to Sustain Innovative and Entrepreneurial Agrifood Value Chains. <i>Economic Complexity and Evolution</i> , 2017, , 117-139.	0.1	0