

# Morgan Miles

## List of Publications by Year in descending order

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Version: 2024-02-01

120  
papers

6,677  
citations

109137

35  
h-index

79541

73  
g-index

128  
all docs

128  
docs citations

128  
times ranked

4317  
citing authors

#	ARTICLE	IF	CITATIONS
1	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
2	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
3	Linking B2B sales performance to entrepreneurial self-efficacy, entrepreneurial selling actions. <i>Journal of Business Research</i> , 2022, 142, 585-593.	5.8	12
4	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
5	Time and the dynamics of entrepreneurial ecosystems. <i>Entrepreneurship and Regional Development</i> , 2021, 33, 1-14.	2.0	21
6	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
7	Four questions of entrepreneurial marketing education: Perspectives of university educators. <i>Journal of Business Research</i> , 2020, 113, 189-197.	5.8	22
8	An effectual leadership perspective for developing rural entrepreneurial ecosystems. <i>Small Business Economics</i> , 2020, 54, 933-949.	4.4	47
9	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
10	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
11	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
12	SMEs and the relationship between firm size and the enactment of espoused managerial values. <i>Small Enterprise Research: the Journal of SEAANZ</i> , 2020, 27, 1-22.	1.1	4
13	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
14	Influencer marketing: brand control, commercial orientation and post credibility. <i>Journal of Marketing Management</i> , 2020, 36, 1805-1831.	1.2	51
15	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
16	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
17	Buyer-seller relational engagement and seller brand equity. <i>Journal of Business and Industrial Marketing</i> , 2019, 35, 1311-1322.	1.8	8
18	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

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19	Accelerators as start-up infrastructure for entrepreneurial clusters. <i>Entrepreneurship and Regional Development</i> , 2019, 31, 133-149.	2.0	63
20	Leveraging innovation knowledge management to create positional advantage in agricultural value chains. <i>Journal of Innovation &amp; Knowledge</i> , 2019, 4, 115-123.	7.3	21
21	Incubator mediation in commercialising disruptive innovation. <i>Journal of Strategic Marketing</i> , 2019, 27, 177-189.	3.7	4
22	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
23	The dynamics of entrepreneurial ecosystems. <i>Entrepreneurship and Regional Development</i> , 2018, 30, 471-474.	2.0	36
24	Exploring market orientation, innovation, and financial performance in agricultural value chains in emerging economies. <i>Journal of Innovation &amp; Knowledge</i> , 2018, 3, 154-163.	7.3	110
25	Applying a community entrepreneurship development framework to rural regional development. <i>Small Enterprise Research: the Journal of SEAAANZ</i> , 2018, 25, 257-275.	1.1	11
26	Emergence of accelerators and accelerator policy: the case of Australia. , 2018, , .		4
27	The museum of old and new art. <i>Journal of Vacation Marketing</i> , 2017, 23, 85-96.	2.5	8
28	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
29	Exploring public universities as social enterprises. <i>International Journal of Educational Management</i> , 2017, 31, 404-414.	0.9	5
30	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
31	Accelerators as authentic training experiences for nascent entrepreneurs. <i>Education and Training</i> , 2017, 59, 811-824.	1.7	35
32	Customer engagement with tourism social media brands. <i>Tourism Management</i> , 2017, 59, 597-609.	5.8	473
33	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
34	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
35	Innovation system problems: Causal configurations of innovation failure. <i>Journal of Business Research</i> , 2016, 69, 5408-5412.	5.8	21
36	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

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37	The Role of Qualitative Research in Current Digital Social Media: Issues and Aspects”<i>An Introduction</i>. Psychology and Marketing, 2016, 33, 1023-1028.	4.6	5
38	The Performance Advantages for SMEs of Product Innovation and Marketing Resource-Capability Complementarity in Emerging Economies. Journal of Small Business Management, 2016, 54, 805-826.	2.8	57
39	Past and Future Orientation, Environmental Attitudes and Green Consumer Behaviour. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2016, , 654-654.	0.1	1
40	How well do AACSB, AMBA and EQUIS manage their brands?. Marketing Intelligence and Planning, 2016, 34, 99-116.	2.1	10
41	The effect of purchase situation on realized pro-environmental consumer behavior. Journal of Business Research, 2016, 69, 1582-1586.	5.8	89
42	Testing innovation systems theory using Qualitative Comparative Analysis. Journal of Business Research, 2016, 69, 1283-1287.	5.8	23
43	The influence of entrepreneurial marketing processes and entrepreneurial self-efficacy on community vulnerability, risk, and resilience. Journal of Strategic Marketing, 2016, 24, 34-46.	3.7	29
44	An exploratory study of the perceptions of AACSB International’s 2013 Accreditation Standards. Journal of International Education in Business, 2015, 8, 2-17.	0.8	20
45	Collegiality in business schools. International Journal of Educational Management, 2015, 29, 322-333.	0.9	18
46	The effectiveness of life-cycle pricing for consumer durables. Journal of Business Research, 2015, 68, 1602-1606.	5.8	4
47	Social negative option marketing. Journal of Social Marketing, 2015, 5, 125-138.	1.3	9
48	BENCHMARKING ENTREPRENEURSHIP EDUCATION IN U.S., AUSTRALIAN, AND NEW ZEALAND UNIVERSITY AGRICULTURE PROGRAMS. Journal of Developmental Entrepreneurship, 2015, 20, 1550017.	0.4	12
49	The moderating role of explanatory style between experience and entrepreneurial self-efficacy. International Entrepreneurship and Management Journal, 2015, 11, 1-17.	2.9	35
50	A research note on the effect of entrepreneurial orientation on small retailer performance: a resource-advantage perspective. International Entrepreneurship and Management Journal, 2015, 11, 409-424.	2.9	22
51	Exploring entrepreneurial marketing. Journal of Strategic Marketing, 2015, 23, 94-111.	3.7	90
52	Market Creation: A Path to Sustainable Competitive Advantage. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 331-331.	0.1	1
53	From e-CRM to s-CRM. Critical factors underpinning the social CRM activities of SMEs. Small Enterprise Research: the Journal of SEAANZ, 2014, 21, 99-116.	1.1	61
54	The art of entrepreneurial market creation. Journal of Research in Marketing and Entrepreneurship, 2014, 16, 163-182.	0.7	21

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55	Branding as innovation within agribusiness value chains. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2014, 16, 146-162.	0.7	14
56	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
57	Product resource capability complementarity, integration mechanisms, and first product advantage. <i>Journal of Business Research</i> , 2014, 67, 704-709.	5.8	24
58	Social Enterprises and the Performance Advantages of a Vincentian Marketing Orientation. <i>Journal of Business Ethics</i> , 2014, 123, 549-556.	3.7	58
59	AACSB International's 2013 accreditation standards. <i>Journal of International Education in Business</i> , 2014, 7, 86-107.	0.8	17
60	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
61	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
62	Editorial: Strategic marketing management in small and medium-sized enterprises. <i>International Entrepreneurship and Management Journal</i> , 2012, 8, 141-143.	2.9	8
63	A research note on market creation in the pharmaceutical industry. <i>Journal of Business Research</i> , 2011, 64, 723-727.	5.8	23
64	Climate change regulation: implications for business executives. <i>European Business Review</i> , 2011, 23, 368-383.	1.9	13
65	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
66	Entrepreneurship's relevance to marketing. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2011, 13, 126-136.	0.7	15
67	A short note on corporate venturing for technology acquisition. <i>Innovation: Management, Policy and Practice</i> , 2011, 13, 126-133.	2.6	1
68	Innovative Financial Technologies To Facilitate Trade With Eastern Europe. <i>Journal of Applied Business Research</i> , 2011, 8, 101.	0.3	2
69	The Interrelationship Between Environmental Hostility And Entrepreneurial Orientation. <i>Journal of Applied Business Research</i> , 2011, 9, 12.	0.3	38
70	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
71	Entrepreneurial marketing: acknowledging the entrepreneur and customer-centric interrelationship. <i>Journal of Strategic Marketing</i> , 2010, 18, 303-316.	3.7	124
72	Entrepreneurial burnout: exploring antecedents, dimensions and outcomes. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2010, 12, 71-79.	0.7	46

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73	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
74	Sustainable corporate entrepreneurship. <i>International Entrepreneurship and Management Journal</i> , 2009, 5, 65-76.	2.9	70
75	Service dominant logic. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2009, 10, 57-69.	0.7	23
76	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
77	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
78	The Evolution and Development of Entrepreneurial Marketing. <i>Journal of Small Business Management</i> , 2008, 46, 99-112.	2.8	283
79	Measuring Entrepreneurship in Business Schools. <i>Journal of Education for Business</i> , 2007, 82, 234-240.	0.9	13
80	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
81	Strategic Use of Corporate Venturing. <i>Entrepreneurship Theory and Practice</i> , 2007, 31, 183-207.	7.1	202
82	Entrepreneurial Marketing and University Education. , 2007, , .		1
83	Large firms, entrepreneurial marketing processes, and the cycle of competitive advantage. <i>European Journal of Marketing</i> , 2006, 40, 485-501.	1.7	147
84	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
85	The Corporate Social Responsibility Continuum as a Component of Stakeholder Theory. <i>Business and Society Review</i> , 2005, 110, 371-387.	0.9	109
86	Patenting Strategy of Entrepreneurial Orientated Firms in New Zealand. <i>International Entrepreneurship and Management Journal</i> , 2005, 1, 45-59.	2.9	10
87	A Short Note on Poker, Publishing, & Working like Mad Not to Perish: An Entrepreneurial Perspective of the Journal of Marketing Theory and Practice. <i>Journal of Marketing Theory and Practice</i> , 2005, 13, 1-4.	2.6	47
88	Corporate venturing and the rent cycle. <i>Technovation</i> , 2005, 25, 1437-1442.	4.2	16
89	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
90	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

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91	Innovation, Ethics, and Entrepreneurship. <i>Journal of Business Ethics</i> , 2004, 54, 97-101.	3.7	28
92	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
93	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
94	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
95	The Law of Unintended Consequences. <i>Journal of Private Equity</i> , 2004, 8, 70-75.	0.3	0
96	Modeling corporate entrepreneurship as rent-seeking competition. <i>Technovation</i> , 2003, 23, 393-400.	4.2	38
97	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
98	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
99	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
100	Environmental Marketing: A Source of Reputational, Competitive, and Financial Advantage. , 2000, 23, 299-311.		608
101	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
102	Corporate Entrepreneurship and the Pursuit of Competitive Advantage. <i>Entrepreneurship Theory and Practice</i> , 1999, 23, 47-63.	7.1	879
103	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
104	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
105	Commentary: Setting socially irresponsible marketing objectives: a comment on a "quality of life approach". <i>European Journal of Marketing</i> , 1998, 32, 413-418.	1.7	14
106	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
107	Strategic planning and agribusiness: an exploratory study of the adoption of strategic planning techniques by cooperatives. <i>British Food Journal</i> , 1997, 99, 401-408.	1.6	12
108	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

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109	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
110	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
111	Advertising budgeting practices in agribusiness: The case of farmer cooperatives. <i>Industrial Marketing Management</i> , 1997, 26, 31-40.	3.7	11
112	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
113	African American Participation in Wildland Outdoor Recreation. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1995, 2, 63-77.	0.9	2
114	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
115	Parenthood and wildland recreation consumption: An unexplored phenomenon. <i>Psychology and Marketing</i> , 1993, 10, 131-149.	4.6	3
116	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
117	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
118	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
119	Effects of AACSB Accreditation on Academic Salaries. <i>Journal of Education for Business</i> , 1992, 68, 55-60.	0.9	10
120	The Relationship between Marketing Orientation and Entrepreneurial Orientation. <i>Entrepreneurship Theory and Practice</i> , 1991, 15, 49-66.	7.1	309