

Marios Theodosiou

List of Publications by Year in descending order

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Version: 2024-02-01

20
papers

1,881
citations

393982

19
h-index

752256

20
g-index

21
all docs

21
docs citations

21
times ranked

1269
citing authors

#	ARTICLE	IF	CITATIONS
1	Strategy fit and performance consequences of international marketing standardization. <i>Strategic Management Journal</i> , 2006, 27, 867-890.	4.7	381
2	Standardization versus adaptation of international marketing strategy: an integrative assessment of the empirical research. <i>International Business Review</i> , 2003, 12, 141-171.	2.6	322
3	Strategic orientations, marketing capabilities and firm performance: An empirical investigation in the context of frontline managers in service organizations. <i>Industrial Marketing Management</i> , 2012, 41, 1058-1070.	3.7	200
4	National Export-Promotion Programs as Drivers of Organizational Resources and Capabilities: Effects on Strategy, Competitive Advantage, and Performance. <i>Journal of International Marketing</i> , 2011, 19, 1-29.	2.5	180
5	Factors Influencing the Degree of International Pricing Strategy Standardization of Multinational Corporations. <i>Journal of International Marketing</i> , 2001, 9, 1-18.	2.5	104
6	The export marketing information system: an integration of the extant knowledge. <i>Journal of World Business</i> , 2004, 39, 12-36.	4.6	92
7	The effects of organizational structure and job characteristics on export sales managers' job satisfaction and organizational commitment. <i>Journal of World Business</i> , 2011, 46, 221-233.	4.6	82
8	Export Market Expansion Strategies of Direct-Selling Small and Medium-Sized Firms: Implications for Export Sales Management Activities. <i>Journal of International Marketing</i> , 2005, 13, 57-92.	2.5	70
9	An integrated model of the behavioural dimensions of industrial buyer-seller relationships. <i>European Journal of Marketing</i> , 2006, 40, 145-173.	1.7	68
10	The Export Information System: An Empirical Investigation of Its Antecedents and Performance Outcomes. <i>Journal of International Marketing</i> , 2013, 21, 72-94.	2.5	51
11	Antecedents and performance of electronic business adoption in the hotel industry. <i>European Journal of Marketing</i> , 2012, 46, 258-283.	1.7	48
12	Why people quit: Explaining employee turnover intentions among export sales managers. <i>International Business Review</i> , 2015, 24, 367-379.	2.6	44
13	How management control and job-related characteristics influence the performance of export sales managers. <i>Journal of Business Research</i> , 2007, 60, 1261-1271.	5.8	39
14	Information control, role perceptions, and work outcomes of boundary-spanning frontline managers. <i>Journal of Business Research</i> , 2012, 65, 626-633.	5.8	36
15	A Comparison of Formative Versus Reflective Approaches for the Measurement of Electronic Service Quality. <i>Journal of Interactive Marketing</i> , 2019, 47, 53-67.	4.3	30
16	Managerial, organizational, and external drivers of sales effectiveness in export market ventures. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 270-283.	7.2	29
17	An empirical investigation of the antecedents and performance outcomes of export innovativeness. <i>International Business Review</i> , 2017, 26, 628-639.	2.6	28
18	The interplay between market intelligence activities and sales strategy as drivers of performance in foreign markets. <i>European Journal of Marketing</i> , 2019, 53, 2080-2108.	1.7	23

#	ARTICLE	IF	CITATIONS
19	How different (dis)engagement behaviors affect performance within an e-market ecosystem: A longitudinal analysis. <i>Journal of Business Research</i> , 2020, 121, 578-591.	5.8	6
20	Uniformity versus Conformity: The Standardization Issue in International Marketing Strategy. , 0, , 303-322.		1