

Nikolaos Tzokas

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3262069/publications.pdf>

Version: 2024-02-01

31
papers

1,538
citations

361413
20
h-index

434195
31
g-index

31
all docs

31
docs citations

31
times ranked

1053
citing authors

#	ARTICLE	IF	CITATIONS
1	Industrial Companies' Evaluation Criteria in New Product Development Gates. <i>Journal of Product Innovation Management</i> , 2003, 20, 22-36.	9.5	195
2	Absorptive capacity and performance: The role of customer relationship and technological capabilities in high-tech SMEs. <i>Industrial Marketing Management</i> , 2015, 47, 134-142.	6.7	181
3	Navigating the new product development process. <i>Industrial Marketing Management</i> , 2004, 33, 619-626.	6.7	108
4	Integrating Information Technology into Marketing Practice – The IT Reality of Contemporary Marketing Practice. <i>Journal of Marketing Management</i> , 2002, 18, 555-577.	2.3	99
5	Antecedents and Consequences of Relationship Marketing. <i>Industrial Marketing Management</i> , 1999, 28, 601-611.	6.7	88
6	Relationship marketing. <i>European Journal of Marketing</i> , 2002, 36, 433-449.	2.9	88
7	Competitive advantage, knowledge and relationship marketing: where, what and how?. <i>Journal of Business and Industrial Marketing</i> , 2004, 19, 124-135.	3.0	88
8	Are Loyalty Schemes a Manifestation of Relationship Marketing?. <i>Journal of Marketing Management</i> , 1999, 15, 541-562.	2.3	77
9	Building relationship platforms in consumer markets: a value chain approach. <i>Journal of Strategic Marketing</i> , 1997, 5, 105-120.	5.5	60
10	Retail loyalty schemes: results from a consumer diary study. <i>Journal of Retailing and Consumer Services</i> , 2003, 10, 109-119.	9.4	57
11	Marketing and Entrepreneurial Orientation in Small Firms. <i>Enterprise and Innovation Management Studies</i> , 2001, 2, 19-33.	0.3	55
12	Some dangerous axioms of relationship marketing. <i>Journal of Strategic Marketing</i> , 1998, 6, 187-196.	5.5	53
13	Value Transformation in Relationship Marketing. <i>Australasian Marketing Journal</i> , 1999, 7, 52-62.	5.4	49
14	The effectiveness of market information in enhancing new product success rates. <i>European Journal of Innovation Management</i> , 1999, 2, 20-35.	4.6	48
15	Strategic purchasing and the evaluation of “problem” key supply relationships: what do key suppliers need to know?. <i>Journal of Business and Industrial Marketing</i> , 2007, 22, 282-294.	3.0	41
16	Lighting up the “dark side” of international export/import relationships. <i>Management Decision</i> , 2004, 42, 694-708.	3.9	32
17	The impact of IT on marketing: an evaluation. <i>Management Decision</i> , 1999, 37, 758-767.	3.9	29
18	An Exploration of New Product Development's Front-End Knowledge Conceptualization Process in Discontinuous Innovations. <i>British Journal of Management</i> , 2013, 24, 245-263.	5.0	28

#	ARTICLE	IF	CITATIONS
19	Corporate Ethics: An Exploration of Contemporary Greece. Journal of Business Ethics, 2001, 30, 87-104.	6.0	23
20	New product launch “mix” in growth and mature product markets. Benchmarking, 2000, 7, 389-405.	4.6	21
21	Small Firm Adaptive Capability, Competitive Strategy, and Performance Outcomes: Competing Mediation vs. Moderation Perspectives. Strategic Change, 2016, 25, 441-466.	4.1	16
22	Dimensions of dynamic marketing capability and export performance. Journal of Knowledge Management, 2021, 25, 1219-1240.	5.1	16
23	Systems thinking and absorptive capacity in high-tech small and medium-sized enterprises from South Korea. International Small Business Journal, 2014, 32, 876-896.	4.8	15
24	Eyes open and hands on: market knowledge and marketing capabilities in export markets. International Marketing Review, 2022, 39, 431-462.	3.6	13
25	Constituents of dynamic marketing capability: Strategic fit and heterogeneity in export performance. Journal of Business Research, 2022, 144, 1007-1023.	10.2	12
26	How Critical is Employee Orientation for Customer Relationship Management? Insights from a Case Study. Journal of Management Studies, 2007, 45, 071116214330001-???	8.3	11
27	Graduate Entrepreneurship Incubation Environments. Industry and Higher Education, 2014, 28, 201-213.	2.2	9
28	Feedback Loops as Dynamic Processes of Organizational Knowledge Creation in the Context of the Innovationsâ€™ Frontâ€™end. British Journal of Management, 2018, 29, 445-463.	5.0	9
29	Charting the organisational knowledge-creation process: An innovation-process perspective. Journal of Marketing Management, 2013, 29, 1592-1608.	2.3	8
30	The translation of higher-level knowledge into different levels of managerial and creative competencies. International Journal of Learning and Intellectual Capital, 2008, 5, 223.	0.3	5
31	Generating marketing resources by means of R&D activities in high technology firms. Industrial Marketing Management, 1997, 26, 331-340.	6.7	4