

Nikolaos Tzokas

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

30
papers

1,171
citations

18
h-index

31
g-index

31
ext. papers

1,322
ext. citations

4.6
avg. IF

4.2
L-index

#	Paper	IF	Citations
30	Industrial Companies' Evaluation Criteria in New Product Development Gates. <i>Journal of Product Innovation Management</i> , 2003 , 20, 22-36	7.1	163
29	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	6.9	119
28	Integrating Information Technology into Marketing Practice □The IT Reality of Contemporary Marketing Practice. <i>Journal of Marketing Management</i> , 2002 , 18, 555-577	3.2	76
27	Competitive advantage, knowledge and relationship marketing: where, what and how?. <i>Journal of Business and Industrial Marketing</i> , 2004 , 19, 124-135	3	75
26	Antecedents and Consequences of Relationship Marketing. <i>Industrial Marketing Management</i> , 1999 , 28, 601-611	6.9	75
25	Navigating the new product development process. <i>Industrial Marketing Management</i> , 2004 , 33, 619-626	6.9	73
24	Relationship marketing. <i>European Journal of Marketing</i> , 2002 , 36, 433-449	4.4	69
23	Are Loyalty Schemes a Manifestation of Relationship Marketing?. <i>Journal of Marketing Management</i> , 1999 , 15, 541-562	3.2	65
22	Building relationship platforms in consumer markets: a value chain approach. <i>Journal of Strategic Marketing</i> , 1997 , 5, 105-120	2.7	48
21	Retail loyalty schemes: results from a consumer diary study. <i>Journal of Retailing and Consumer Services</i> , 2003 , 10, 109-119	8.5	47
20	Some dangerous axioms of relationship marketing. <i>Journal of Strategic Marketing</i> , 1998 , 6, 187-196	2.7	46
19	Marketing and Entrepreneurial Orientation in Small Firms. <i>Enterprise and Innovation Management Studies</i> , 2001 , 2, 19-33		41
18	The effectiveness of market information in enhancing new product success rates. <i>European Journal of Innovation Management</i> , 1999 , 2, 20-35	4.2	40
17	Value Transformation in Relationship Marketing. <i>Australasian Marketing Journal</i> , 1999 , 7, 52-62	5	38
16	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	34
15	Lighting up the □dark side□ of international export/import relationships. <i>Management Decision</i> , 2004 , 42, 694-708	4.4	29
14	The impact of IT on marketing: an evaluation. <i>Management Decision</i> , 1999 , 37, 758-767	4.4	26

13	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	5.6	21
12	Corporate Ethics: An Exploration of Contemporary Greece. <i>Journal of Business Ethics</i> , 2001 , 30, 87-104	4.3	18
11	New product launch in growth and mature product markets. <i>Benchmarking</i> , 2000 , 7, 389-405	4	17
10	Systems thinking and absorptive capacity in high-tech small and medium-sized enterprises from South Korea. <i>International Small Business Journal</i> , 2014 , 32, 876-896	5.5	12
9	Small Firm Adaptive Capability, Competitive Strategy, and Performance Outcomes: Competing Mediation vs. Moderation Perspectives. <i>Strategic Change</i> , 2016 , 25, 441-466	1.4	8
8	Graduate Entrepreneurship Incubation Environments: A Framework of Key Success Factors. <i>Industry and Higher Education</i> , 2014 , 28, 201-213	1.3	7
7	Charting the organisational knowledge-creation process: An innovation-process perspective. <i>Journal of Marketing Management</i> , 2013 , 29, 1592-1608	3.2	5
6	Feedback Loops as Dynamic Processes of Organizational Knowledge Creation in the Context of the Innovations' Front-end. <i>British Journal of Management</i> , 2018 , 29, 445-463	5.6	4
5	Generating marketing resources by means of R&D activities in high technology firms. <i>Industrial Marketing Management</i> , 1997 , 26, 331-340	6.9	4
4	The translation of higher-level knowledge into different levels of managerial and creative competencies. <i>International Journal of Learning and Intellectual Capital</i> , 2008 , 5, 223	1.1	4
3	Dimensions of dynamic marketing capability and export performance. <i>Journal of Knowledge Management</i> , 2021 , 25, 1219-1240	7.3	4
2	How Critical is Employee Orientation for Customer Relationship Management? Insights from a Case Study. <i>Journal of Management Studies</i> , 2007 , 45, 071116214330001-???	5.4	2
1	Constituents of dynamic marketing capability: Strategic fit and heterogeneity in export performance. <i>Journal of Business Research</i> , 2022 , 144, 1007-1023	8.7	1