

# Nikolaos Tzokas

## List of Publications by Year in Descending Order

**Source:** <https://exaly.com/author-pdf/3262069/nikolaos-tzokas-publications-by-year.pdf>

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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 | Constituents of dynamic marketing capability: Strategic fit and heterogeneity in export performance. <i>Journal of Business Research</i> , <b>2022</b> , 144, 1007-1023                           | 8.7 | 1         |
| 29 | Dimensions of dynamic marketing capability and export performance. <i>Journal of Knowledge Management</i> , <b>2021</b> , 25, 1219-1240   | 7.3 | 4         |
| 28 | Feedback Loops as Dynamic Processes of Organizational Knowledge Creation in the Context of the Innovations Front-end. <i>British Journal of Management</i> , <b>2018</b> , 29, 445-463            | 5.6 | 4         |
| 27 | Small Firm Adaptive Capability, Competitive Strategy, and Performance Outcomes: Competing Mediation vs. Moderation Perspectives. <i>Strategic Change</i> , <b>2016</b> , 25, 441-466              | 1.4 | 8         |
| 26 | Absorptive capacity and performance: The role of customer relationship and technological capabilities in high-tech SMEs. <i>Industrial Marketing Management</i> , <b>2015</b> , 47, 134-142       | 6.9 | 119       |
| 25 | Graduate Entrepreneurship Incubation Environments: A Framework of Key Success Factors. <i>Industry and Higher Education</i> , <b>2014</b> , 28, 201-213   | 1.3 | 7         |
| 24 | Systems thinking and absorptive capacity in high-tech small and medium-sized enterprises from South Korea. <i>International Small Business Journal</i> , <b>2014</b> , 32, 876-896                | 5.5 | 12        |
| 23 | An Exploration of New Product Development's Front-end Knowledge Conceptualization Process in Discontinuous Innovations. <i>British Journal of Management</i> , <b>2013</b> , 24, 245-263          | 5.6 | 21        |
| 22 | Charting the organisational knowledge-creation process: An innovation-process perspective. <i>Journal of Marketing Management</i> , <b>2013</b> , 29, 1592-1608                                   | 3.2 | 5         |
| 21 | The translation of higher-level knowledge into different levels of managerial and creative competencies. <i>International Journal of Learning and Intellectual Capital</i> , <b>2008</b> , 5, 223 | 1.1 | 4         |
| 20 | How Critical is Employee Orientation for Customer Relationship Management? Insights from a Case Study. <i>Journal of Management Studies</i> , <b>2007</b> , 45, 071116214330001-???               | 5.4 | 2         |
| 19 | 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> , <b>2007</b> , 22, 282-294 | 3   | 34        |
| 18 | Navigating the new product development process. <i>Industrial Marketing Management</i> , <b>2004</b> , 33, 619-626  | 6.9 | 73        |
| 17 | Competitive advantage, knowledge and relationship marketing: where, what and how?. <i>Journal of Business and Industrial Marketing</i> , <b>2004</b> , 19, 124-135                                | 3   | 75        |
| 16 | Lighting up the dark side of international export/import relationships. <i>Management Decision</i> , <b>2004</b> , 42, 694-708  | 4.4 | 29        |
| 15 | Industrial Companies' Evaluation Criteria in New Product Development Gates. <i>Journal of Product Innovation Management</i> , <b>2003</b> , 20, 22-36   | 7.1 | 163       |
| 14 | Retail loyalty schemes: results from a consumer diary study. <i>Journal of Retailing and Consumer Services</i> , <b>2003</b> , 10, 109-119  | 8.5 | 47        |

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|----|---|-----|----|
| 13 | Relationship marketing. <i>European Journal of Marketing</i> , <b>2002</b> , 36, 433-449  | 4.4 | 69 |
| 12 | Integrating Information Technology into Marketing Practice □The IT Reality of Contemporary Marketing Practice. <i>Journal of Marketing Management</i> , <b>2002</b> , 18, 555-577 | 3.2 | 76 |
| 11 | Corporate Ethics: An Exploration of Contemporary Greece. <i>Journal of Business Ethics</i> , <b>2001</b> , 30, 87-104   | 4.3 | 18 |
| 10 | Marketing and Entrepreneurial Orientation in Small Firms. <i>Enterprise and Innovation Management Studies</i> , <b>2001</b> , 2, 19-33  |     | 41 |
| 9  | New product launch □In growth and mature product markets. <i>Benchmarking</i> , <b>2000</b> , 7, 389-405  | 4   | 17 |
| 8  | The impact of IT on marketing: an evaluation. <i>Management Decision</i> , <b>1999</b> , 37, 758-767  | 4.4 | 26 |
| 7  | Antecedents and Consequences of Relationship Marketing. <i>Industrial Marketing Management</i> , <b>1999</b> , 28, 601-611  | 6.9 | 75 |
| 6  | Are Loyalty Schemes a Manifestation of Relationship Marketing?. <i>Journal of Marketing Management</i> , <b>1999</b> , 15, 541-562  | 3.2 | 65 |
| 5  | Value Transformation in Relationship Marketing. <i>Australasian Marketing Journal</i> , <b>1999</b> , 7, 52-62  | 5   | 38 |
| 4  | The effectiveness of market information in enhancing new product success rates. <i>European Journal of Innovation Management</i> , <b>1999</b> , 2, 20-35                         | 4.2 | 40 |
| 3  | Some dangerous axioms of relationship marketing. <i>Journal of Strategic Marketing</i> , <b>1998</b> , 6, 187-196   | 2.7 | 46 |
| 2  | Building relationship platforms in consumer markets: a value chain approach. <i>Journal of Strategic Marketing</i> , <b>1997</b> , 5, 105-120                                     | 2.7 | 48 |
| 1  | Generating marketing resources by means of R&D activities in high technology firms. <i>Industrial Marketing Management</i> , <b>1997</b> , 26, 331-340                            | 6.9 | 4  |