

# David A Griffith

## List of Publications by Year in descending order

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Version: 2024-02-01

81  
papers

6,446  
citations

87723

38  
h-index

66788

78  
g-index

84  
all docs

84  
docs citations

84  
times ranked

4031  
citing authors

#	ARTICLE	IF	CITATIONS
1	The effect of cultural distance on entry mode choice, international diversification, and MNE performance: a meta-analysis. <i>Journal of International Business Studies</i> , 2005, 36, 270-283.	4.6	826
2	Social exchange in supply chain relationships: The resulting benefits of procedural and distributive justice. <i>Journal of Operations Management</i> , 2006, 24, 85-98.	3.3	387
3	An Examination of Exploration and Exploitation Capabilities: Implications for Product Innovation and Market Performance. <i>Journal of International Marketing</i> , 2007, 15, 63-93.	2.5	370
4	An assessment of the measurement of performance in international business research. <i>Journal of International Business Studies</i> , 2008, 39, 1064-1080.	4.6	348
5	Data equivalence in cross-cultural international business research: assessment and guidelines. <i>Journal of International Business Studies</i> , 2008, 39, 1027-1044.	4.6	305
6	Emerging themes in international business research. <i>Journal of International Business Studies</i> , 2008, 39, 1220-1235.	4.6	284
7	A Resource Perspective of Global Dynamic Capabilities. <i>Journal of International Business Studies</i> , 2001, 32, 597-606.	4.6	251
8	The role of past performance in export ventures: a short-term reactive approach. <i>Journal of International Business Studies</i> , 2008, 39, 304-325.	4.6	247
9	An emerging model of Web site design for marketing. <i>Communications of the ACM</i> , 1998, 41, 44-51.	3.3	206
10	The performance implications of strategic fit of relational norm governance strategies in global supply chain relationships. <i>Journal of International Business Studies</i> , 2005, 36, 254-269.	4.6	200
11	Lock-in situations in supply chains: A social exchange theoretic study of sourcing arrangements in buyer-supplier relationships. <i>Journal of Operations Management</i> , 2009, 27, 374-389.	3.3	179
12	Standardization/adaptation of international marketing strategy. <i>International Marketing Review</i> , 2003, 20, 588-603.	2.2	155
13	Process Standardization across Intra- and Inter-Cultural Relationships. <i>Journal of International Business Studies</i> , 2000, 31, 303-324.	4.6	149
14	MAXIMIZING THE HUMAN CAPITAL EQUATION IN LOGISTICS: EDUCATION, EXPERIENCE, AND SKILLS. <i>Journal of Business Logistics</i> , 2004, 25, 211-232.	7.0	149
15	The performance implications of entrepreneurial proclivity: A dynamic capabilities approach. <i>Journal of Retailing</i> , 2006, 82, 51-62.	4.0	130
16	An Investigation of National Culture's Influence on Relationship and Knowledge Resources in Interorganizational Relationships between Japan and the United States. <i>Journal of International Marketing</i> , 2006, 14, 1-32.	2.5	122
17	Getting Marketers to Invest in Firm-Specific Capital. <i>Journal of Marketing</i> , 2007, 71, 129-145.	7.0	105
18	Passive and Active Opportunism in Interorganizational Exchange. <i>Journal of Marketing</i> , 2013, 77, 73-90.	7.0	102

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19	The marketing strategyâ€performance relationship in an exportâ€driven developing economy. <i>International Marketing Review</i> , 2004, 21, 321-334.	2.2	97
20	Understanding multi-level institutional convergence effects on international market segments and global marketing strategy. <i>Journal of World Business</i> , 2010, 45, 59-67.	4.6	87
21	Strategic change and termination of interfirm partnerships. <i>Strategic Management Journal</i> , 2011, 32, 402-423.	4.7	87
22	What does it Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in the Leading Marketing Journals. <i>Journal of Marketing</i> , 2009, 73, 122-132.	7.0	84
23	New Product Creativity: Understanding Contract Specificity in New Product Introductions. <i>Journal of Marketing</i> , 2016, 80, 39-58.	7.0	79
24	The Role of Reciprocity in Clarifying the Performance Payoff of Relational Behavior. <i>Journal of Marketing Research</i> , 2011, 48, 920-928.	3.0	75
25	Contract Specificity, Contract Violation, and Relationship Performance in International Buyerâ€Supplier Relationships. <i>Journal of International Marketing</i> , 2015, 23, 22-40.	2.5	75
26	THE INFLUENCE OF VIRTUAL DIRECT EXPERIENCE (VDE) ON ON-LINE AD MESSAGE EFFECTIVENESS. <i>Journal of Advertising</i> , 2004, 33, 55-68.	4.1	72
27	Reciprocity in Relationship Marketing: A Cross-Cultural Examination of the Effects of Equivalence and Immediacy on Relationship Quality and Satisfaction with Performance. <i>Journal of International Marketing</i> , 2015, 23, 64-83.	2.5	69
28	Looking Back to Move Forward: A Review of the Evolution of Research in International Marketing Channels. <i>Journal of Retailing</i> , 2015, 91, 610-626.	4.0	65
29	Incorporating cultural values for understanding the influence of perceived product creativity on intention to buy: An examination in Italy and the US. <i>Journal of International Business Studies</i> , 2011, 42, 459-476.	4.6	64
30	Do buyer cooperative actions matter under relational stress? Evidence from Japanese and U.S. assemblers in the U.S. automotive industry. <i>Journal of Operations Management</i> , 2009, 27, 479-494.	3.3	62
31	Business and Cultural Aspects of Psychic Distance and Complementarity of Capabilities in Export Relationships. <i>Journal of International Marketing</i> , 2014, 22, 50-67.	2.5	60
32	Examining the Intricacies of Promotion Standardization: Factors Influencing Advertising Message and Packaging. <i>Journal of International Marketing</i> , 2003, 11, 30-47.	2.5	59
33	Governance decisions for the offshore outsourcing of new product development in technology intensive markets. <i>Journal of World Business</i> , 2009, 44, 217-224.	4.6	59
34	Understanding Governance Decisions in a Partially Integrated Channel: A Contingent Alignment Framework. <i>Journal of Marketing Research</i> , 2011, 48, 603-616.	3.0	52
35	Global marketing managers. <i>International Marketing Review</i> , 2013, 30, 21-41.	2.2	49
36	Marketing process adaptation. <i>International Marketing Review</i> , 2014, 31, 308-334.	2.2	44

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37	The Influence of the Structure of Interdependence on the Response to Inequity in Buyer–Supplier Relationships. <i>Journal of Marketing Research</i> , 2017, 54, 124-137.	3.0	44
38	Do marketing capabilities consistently mediate effects of firm intangible capital on performance across institutional environments?. <i>Journal of World Business</i> , 2010, 45, 217-227.	4.6	42
39	Multidyadic Industrial Channels: Understanding Component Supplier Profits and Original Equipment Manufacturer Behavior. <i>Journal of Marketing</i> , 2014, 78, 59-79.	7.0	42
40	The resource matching foundations of competitive advantage. <i>International Marketing Review</i> , 2008, 25, 262-275.	2.2	35
41	Country-Level Performance of New Experience Products in a Global Rollout: The Moderating Effects of Economic Wealth and National Culture. <i>Journal of International Marketing</i> , 2014, 22, 1-20.	2.5	33
42	Cross–National Collaboration of Marketing Personnel within a Multinational: Leveraging Customer Participation for New Product Advantage. <i>Journal of International Marketing</i> , 2016, 24, 1-19.	2.5	29
43	The Balancing of Country-Based Interaction Orientation and Marketing Strategy Implementation Adaptation/Standardization for Profit Growth in Multinational Corporations. <i>Journal of International Marketing</i> , 2019, 27, 22-37.	2.5	27
44	Resource-advantage theory. <i>International Journal of Advertising</i> , 2010, 29, 15-36.	4.2	26
45	What makes a brand manager effective?. <i>Journal of Business Research</i> , 2014, 67, 144-150.	5.8	25
46	Change in international market strategy as a reaction to performance decline. <i>Journal of Business Research</i> , 2013, 66, 2600-2611.	5.8	24
47	Intangible capital, knowledge and new product development competence in supply chains: process, interaction and contingency effects among SMEs. <i>International Journal of Production Research</i> , 2014, 52, 4916-4929.	4.9	23
48	The Litigated Dissolution of International Distribution Relationships: A Process Framework and Propositions. <i>Journal of International Marketing</i> , 2006, 14, 85-115.	2.5	22
49	The intertwined relationships of power, justice and dependence. <i>European Journal of Marketing</i> , 2014, 48, 1690-1708.	1.7	22
50	The Behavioral Implications of Consumer Trust Across Brick-and-Mortar and Online Retail Channels. <i>Journal of Marketing Channels</i> , 2004, 11, 61-87.	0.4	21
51	Human Capital in the Supply Chain of Global Firms. <i>Organizational Dynamics</i> , 2006, 35, 251-263.	1.6	21
52	Attributions of noncooperative incidents and response strategies: The role of national character. <i>Journal of World Business</i> , 2006, 41, 356-367.	4.6	21
53	The New Product Portfolio Innovativeness–Stock Returns Relationship: The Role of Large Individual Investors’ Culture. <i>Journal of Marketing</i> , 2018, 82, 49-70.	7.0	21
54	Choices and Consequences: Recommendations for an Improved Understanding of Cultural Distance in International Marketing Research. <i>Journal of International Marketing</i> , 2021, 29, 23-42.	2.5	20

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55	Effects of Contract Ambiguity in Interorganizational Governance. <i>Journal of Marketing</i> , 2020, 84, 147-167.	7.0	17
56	Insights into gaining access to export financing: Understanding export lenders'™ ideal exporter profile. <i>Journal of World Business</i> , 2011, 46, 84-92.	4.6	15
57	Social Comparison in Retailer'–Supplier Relationships: Referent Discrepancy Effects. <i>Journal of Marketing</i> , 2019, 83, 120-137.	7.0	14
58	Cultural Meaning of Retail Institutions. <i>Journal of Global Marketing</i> , 1998, 12, 47-59.	2.0	12
59	The moderating effects of economic and strategic relationship value in tolerating active and passive opportunism. <i>Journal of Business Research</i> , 2021, 128, 233-244.	5.8	12
60	The use of social media and the prevalence of depression: a multi-country examination of value co-creation and consumer well-being. <i>International Marketing Review</i> , 2022, 39, 1-31.	2.2	11
61	An Examination of the Influence of Procedural Justice on Long-Term Orientation in Wholesaler-Supplier Relationships. <i>Journal of Marketing Channels</i> , 2000, 7, 1-15.	0.4	10
62	Building and leveraging competence exploitation and exploration for firm new product success. <i>Industrial Marketing Management</i> , 2021, 97, 233-244.	3.7	10
63	A Content Analysis of Retail Web-Sites. <i>Journal of Marketing Channels</i> , 1998, 6, 73-86.	0.4	9
64	Intimacy, rites of passage and social support: symbolic meaning from lifetime shopping experiences. <i>International Review of Retail, Distribution and Consumer Research</i> , 2003, 13, 263-278.	1.3	9
65	Strategically employing natural channels in an emerging market. <i>Thunderbird International Business Review</i> , 2005, 47, 287-311.	0.9	9
66	A framework for the formation of governance portfolios in international interfirm marketing collaborations. <i>AMS Review</i> , 2015, 5, 45-59.	1.1	9
67	An exploratory examination into the challenges to technology transfer in the transitional economy of Croatia. <i>Thunderbird International Business Review</i> , 2005, 47, 163-181.	0.9	8
68	Navigating the demands of increasing customer participation through firm and individual job resources. <i>Industrial Marketing Management</i> , 2021, 97, 173-182.	3.7	8
69	Short- and long-term market returns of international codevelopment alliances of new products. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 939-959.	7.2	6
70	Integrating ethics into international marketing strategy: An extension of Robin and Reidenbach's framework. <i>Thunderbird International Business Review</i> , 1997, 39, 745-763.	0.3	5
71	Transferring Corporate Brand Image to Local Markets: Governance Decisions for Market Entry and Global Branding Strategy. <i>Advances in International Marketing</i> , 2012, , 39-65.	0.3	5
72	Comparative insights into the governance problems of agency theory: the influence of institutional environment on the basic human tenets. <i>AMS Review</i> , 2012, 2, 19-33.	1.1	5

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73	Explicit and normative contracting in collaborations of varying magnitudes: Differing perspectives of component suppliers and original equipment manufacturers. <i>Industrial Marketing Management</i> , 2017, 65, 15-27.	3.7	5
74	Connecting Sustainable Marketing and International Marketing Strategy Standardization/Adaptation: Research Opportunities. <i>Journal of Sustainable Marketing</i> , 2021, 2, .	0.5	4
75	Understanding the relationship between advertising spending and happiness at the country level. <i>Journal of International Business Studies</i> , 2023, 54, 128-150.	4.6	4
76	Reward strategy spillover effects on observer cooperation in business networks. <i>Marketing Letters</i> , 2021, 32, 47-59.	1.9	3
77	The power of institutions on international marketing: reflections on the COVID-19 pandemic can inform international marketing activities. <i>International Marketing Review</i> , 2023, 40, 957-980.	2.2	3
78	Gray Market Channels of Distribution in a Developing Country Context. <i>Journal of Marketing Channels</i> , 1997, 6, 1-15.	0.4	1
79	Reciprocal value sharing in manufacturer-retailer relationships: the case of new product introductions. <i>Marketing Letters</i> , 2018, 29, 87-100.	1.9	0
80	Reconsidering our focus on innovation: What are the effects of innovation on well-being?. <i>Italian Journal of Marketing</i> , 2021, 2021, 159-163.	1.5	0
81	The Study of Fit in International Business Research: Methodological and Substantive Issues. , 2008, , 230-246.		0