

Marwa E Tourky

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3388684/publications.pdf>

Version: 2024-02-01

14
papers

211
citations

1307594

7
h-index

1372567

10
g-index

17
all docs

17
docs citations

17
times ranked

153
citing authors

#	ARTICLE	IF	CITATIONS
1	East meets West: Toward a theoretical model linking guanxi and relationship marketing. <i>Journal of Business Research</i> , 2013, 66, 2515-2521.	10.2	60
2	The role of corporate identity in CSR implementation: An integrative framework. <i>Journal of Business Research</i> , 2020, 117, 694-706.	10.2	37
3	The antecedent role of a collaborative vs. a controlling corporate culture on firm-wide integrated marketing communication and brand performance. <i>Journal of Business Research</i> , 2020, 119, 435-443.	10.2	36
4	Corporate Identity Antecedents and Components: Toward a Theoretical Framework. <i>Corporate Reputation Review</i> , 2013, 16, 263-284.	1.7	16
5	New conceptualization and measurement of corporate identity: Evidence from UK food and beverage industry. <i>Journal of Business Research</i> , 2020, 109, 595-606.	10.2	16
6	Lens or prism? How organisations sustain multiple and competing reputations. <i>European Journal of Marketing</i> , 2017, 51, 821-844.	2.9	15
7	Conceptualizing corporate identity in a dynamic environment. <i>Qualitative Market Research</i> , 2021, 24, 113-142.	1.5	8
8	Arab networking and relationship marketing: is there a need for both?. <i>Journal of Business and Industrial Marketing</i> , 2021, 36, 1793-1805.	3.0	7
9	Understanding consumer-based brand equity and its antecedents in international and national banks in Egypt. <i>Journal of Marketing Communications</i> , 2022, 28, 38-72.	4.0	5
10	Building Internal Reputation from Organisational Values. <i>Corporate Reputation Review</i> , 2022, 25, 19-32.	1.7	3
11	De-Linking From Western Epistemologies: Using Guanxi-Type Relationships to Attract and Retain Hotel Guests in the Middle East. <i>Management and Organization Review</i> , 0, , 1-33.	2.1	3
12	Integrated Marketing Communications. , 2022, , .		3
13	Integrated Marketing Communications: A Contextual International Advertising Approach. , 2015, , 19-48.		2
14	De-Linking From Western Epistemologies: Using Guanxi-Type Relationships to Attract and Retain Hotel Guests in the Middle East "ERRATUM". <i>Management and Organization Review</i> , 0, , 1-1.	2.1	0