Marwa E Tourky

List of Publications by Year
in descending order

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