

Craig Julian

List of Publications by Year in descending order

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Version: 2024-02-01

43
papers

1,164
citations

623734

14
h-index

395702

33
g-index

51
all docs

51
docs citations

51
times ranked

806
citing authors

#	ARTICLE	IF	CITATIONS
1	Does industry matter? Examining the role of industry structure and organizational learning in innovation and brand performance. <i>Journal of Business Research</i> , 2006, 59, 37-45.	10.2	326
2	Examining firm and environmental influences on export marketing mix strategy and export performance of Australian exporters. <i>European Journal of Marketing</i> , 2003, 37, 366-384.	2.9	180
3	Export Marketing Performance: A Study of Thailand Firms. <i>Journal of Small Business Management</i> , 2003, 41, 213-221.	4.8	73
4	The Role of Customerâ€contact Personnel in the Marketing of a Retail Bankâ€™s Services. <i>International Journal of Retail and Distribution Management</i> , 1994, 22, 29-34.	4.7	63
5	The Impact of Barriers to Export on Export Marketing Performance. <i>Journal of Global Marketing</i> , 2005, 19, 71-94.	3.4	58
6	The empirical link between relationship marketing tools and consumer retention in retail marketing. <i>Journal of Consumer Behaviour</i> , 2013, 12, 171-181.	4.2	51
7	International buyer behaviourâ€™commitment relationship: An investigation of the empirical link in importing. <i>International Business Review</i> , 2014, 23, 329-342.	4.8	40
8	Firm internationalisation and export incentives from a Middle Eastern perspective. <i>Journal of Small Business and Enterprise Development</i> , 2006, 13, 660-669.	2.6	37
9	The Market Orientationâ€™Performance Relationship: The Empirical Link in Export Ventures. <i>Thunderbird International Business Review</i> , 2014, 56, 97-110.	1.8	37
10	The theoretical underpinnings of emotional dissonance: a framework and analysis of propositions. <i>Journal of Services Marketing</i> , 2006, 20, 471-478.	3.0	31
11	The internet and export marketing performance. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2007, 19, 127-144.	3.2	31
12	Incentives to export for Australian export market ventures. <i>Journal of Small Business and Enterprise Development</i> , 2009, 16, 418-431.	2.6	22
13	Modelling the Effects of Firm-Specific and Environmental Characteristics on Export Marketing Performance. <i>Journal of Global Marketing</i> , 2003, 16, 53-74.	3.4	21
14	Export Barriers and Firm Internationalisation from an Emerging Market Perspective. <i>Journal of Asia Business Studies</i> , 2008, 3, 33-41.	2.2	19
15	International Entrepreneurship in Lebanon. <i>Global Business Review</i> , 2012, 13, 25-38.	3.1	16
16	The effect of firm and marketplace characteristics on international joint venture (IJV) marketing performance. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2002, 14, 19-39.	3.2	13
17	The Internet, Strategy and Performance: A Study of Australian Export Market Ventures. <i>Journal of Global Marketing</i> , 2008, 21, 231-240.	3.4	13
18	Discriminant Analysis of Antecedents of Customer Retention in Malaysian Retailing. <i>Journal of Transnational Management</i> , 2015, 20, 190-204.	0.8	12

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19	The impact of the Asian economic crisis in Thailand. <i>Managerial Finance</i> , 2000, 26, 39-48.	1.2	11
20	International Joint Venture Top Management Teams: Does Heterogeneity Make a Difference?. <i>Journal of Asia-Pacific Business</i> , 2009, 10, 107-129.	1.5	10
21	Doing business in Malaysia. <i>Thunderbird International Business Review</i> , 2009, 51, 53-69.	1.8	10
22	Factors impacting international entrepreneurship in Malaysia. <i>Journal of Small Business and Enterprise Development</i> , 2012, 19, 229-245.	2.6	10
23	Using time to gain competitive advantage: a framework and analysis of propositions. <i>International Journal of Commerce and Management</i> , 2015, 25, 456-465.	0.5	10
24	Time-based competence and performance: an empirical analysis. <i>Journal of Small Business and Enterprise Development</i> , 2015, 22, 288-301.	2.6	9
25	Export Incentives and International Entrepreneurship in Malaysian Firms. <i>International Journal of Entrepreneurship and Innovation</i> , 2006, 7, 49-57.	2.3	7
26	Joint Venture Conflict: The Case of Thai International Joint Ventures. <i>Journal of Asia-Pacific Business</i> , 2008, 9, 6-27.	1.5	7
27	The Empirical Link Between Resources, Networks and Export Marketing Performance and the Implications for Developing Countries. <i>Journal of Transnational Management</i> , 2012, 17, 63-88.	0.8	7
28	Emotional Dissonance and Customer Service: An Exploratory Study. <i>Services Marketing Quarterly</i> , 2008, 29, 1-23.	1.1	6
29	Dynamics of loyalty programs in Malaysian retailing: A strategic marketing perspective. <i>Journal of Transnational Management</i> , 2016, 21, 101-114.	0.8	6
30	A Rose by Any Other Name? The Influence of Brand Name versus Chemical Differences in the Prescription of Antidepressants. <i>Journal of Macromarketing</i> , 2008, 28, 258-274.	2.6	4
31	Evaluation and analysis of IJV marketing performance and its key predictors. <i>Journal for Global Business Advancement</i> , 2008, 1, 309.	0.1	4
32	The Internet and Export Marketing from a Middle Eastern Perspective. <i>Journal of Asia Business Studies</i> , 2006, 1, 10-15.	2.2	3
33	Product adaptation in International Joint Ventures: an empirical investigation. <i>International Journal of Trade and Global Markets</i> , 2011, 4, 50.	0.3	3
34	The marketing capabilities-performance relationship: the empirical link in export ventures. <i>International Journal of Trade and Global Markets</i> , 2011, 4, 290.	0.3	2
35	Importer commitment drivers and their impact on performance: a resource-based perspective. <i>International Journal of Trade and Global Markets</i> , 2013, 6, 123.	0.3	2
36	A resource-based approach to the study of export marketing from Australia. <i>International Journal of Trade and Global Markets</i> , 2013, 6, 141.	0.3	2

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37	International joint venture marketing performance in China: a resource-based approach. <i>Journal for Global Business Advancement</i> , 2015, 8, 420.	0.1	2
38	International Joint Venture (IJV) marketing performance: alternative approaches to performance measurement. <i>International Journal of Business Performance Management</i> , 2005, 7, 334.	0.3	1
39	The empirical link between entry mode selection and barriers to internationalisation. <i>International Journal of Trade and Global Markets</i> , 2009, 2, 237.	0.3	1
40	Market characteristics as an antecedent of performance. <i>International Journal of Trade and Global Markets</i> , 2009, 2, 128.	0.3	1
41	The key factors influencing the export marketing performance of Thai export firms. <i>Journal for International Business and Entrepreneurship Development</i> , 2004, 2, 88.	0.4	0
42	International Joint Venture marketing performance and manifest conflict in a developing country context. <i>International Journal of Trade and Global Markets</i> , 2009, 2, 41.	0.3	0
43	A traditional gravity model of the endogenous nexus between transportation costs and bilateral trade. <i>Journal for Global Business Advancement</i> , 2013, 6, 226.	0.1	0