

Jonathan Deacon

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4875748/publications.pdf>

Version: 2024-02-01

5
papers

120
citations

2258059

3
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

79
citing authors

#	ARTICLE	IF	CITATIONS
1	Anatomy of competitive advantage: towards a contingency theory of entrepreneurial marketing. Journal of Strategic Marketing, 2016, 24, 5-19.	5.5	94
2	A longitudinal reflection of blended/reflexive enterprise and entrepreneurial education. Reflective Practice, 2011, 12, 599-613.	1.4	16
3	“Foreign brands of course!” An ethnographic study exploring COO image perceptions and its influence on the preference of foreign clothing brands. Journal of Global Fashion Marketing, 2021, 12, 274-290.	3.7	5
4	Entrepreneurs and Marketing: A New Look at Linguistic Interpretations. Journal of Research in Marketing and Entrepreneurship, 2007, 9, 24-39.	1.2	3
5	Can trust be restored to high-street banking: A 20-year challenge?. Cogent Business and Management, 2017, 4, 1366284.	2.9	2