

Emmanuella Plakoyiannaki

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4986768/publications.pdf>

Version: 2024-02-01

27
papers

2,469
citations

394421

19
h-index

677142

22
g-index

27
all docs

27
docs citations

27
times ranked

1676
citing authors

#	ARTICLE	IF	CITATIONS
1	Theorising from case studies: Towards a pluralist future for international business research. <i>Journal of International Business Studies</i> , 2011, 42, 740-762.	7.3	953
2	â€œGoodâ€™ case research in industrial marketing: Insights from research practice. <i>Industrial Marketing Management</i> , 2010, 39, 109-117.	6.7	250
3	Translation in cross-language international business research: Beyond equivalence. <i>Journal of International Business Studies</i> , 2014, 45, 562-582.	7.3	173
4	Theoretical Foundations of an International Entrepreneurial Culture. <i>Journal of International Entrepreneurship</i> , 2003, 1, 187-215.	3.0	145
5	International entrepreneurial cultureâ€”Toward a comprehensive opportunity-based operationalization of international entrepreneurship. <i>International Business Review</i> , 2012, 21, 708-721.	4.8	114
6	The role of context in case study selection: An international business perspective. <i>International Business Review</i> , 2013, 22, 304-314.	4.8	113
7	The global smaller firm in international entrepreneurship. <i>International Business Review</i> , 2010, 19, 589-606.	4.8	84
8	Images of Women in Online Advertisements of Global Products: Does Sexism Exist?. <i>Journal of Business Ethics</i> , 2008, 83, 101-112.	6.0	82
9	The Case Study in Family Business. <i>Family Business Review</i> , 2016, 29, 159-173.	6.6	81
10	SME internationalization: How does the opportunity-based international entrepreneurial culture matter?. <i>International Business Review</i> , 2016, 25, 1211-1222.	4.8	75
11	Reconciling theory and context: How the case study can set a new agenda for international business research. <i>Journal of International Business Studies</i> , 2022, 53, 4-26.	7.3	70
12	Three Pathways to Case Selection in International Business: A Twentyâ€”Year Review, Analysis and Synthesis. <i>International Business Review</i> , 2018, 27, 755-766.	4.8	64
13	Legitimizing Diverse Uses for Qualitative Research: A Rhetorical Analysis of Two Management Journals. <i>International Journal of Management Reviews</i> , 2013, 15, 245-264.	8.3	43
14	Process in family business internationalisation: The state of the art and ways forward. <i>International Business Review</i> , 2020, 29, 101665.	4.8	43
15	Rethinking Qualitative Scholarship in Emerging Markets: Researching, Theorizing, and Reporting. <i>Management and Organization Review</i> , 2019, 15, 217-234.	2.1	41
16	Envisioning consumers: how videography can contribute to marketing knowledge. <i>Journal of Marketing Management</i> , 2018, 34, 432-458.	2.3	30
17	From Convention to Alternatives: Rethinking Qualitative Research in Management Scholarship. <i>British Journal of Management</i> , 2021, 32, 3-6.	5.0	30
18	How Do Organisational Members Perceive CRM? Evidence from a U.K. Service Firm. <i>Journal of Marketing Management</i> , 2005, 21, 363-392.	2.3	27

#	ARTICLE	IF	CITATIONS
19	The overlooked distinction of multinational enterprise subsidiary learning: Its managerial and entrepreneurial learning modes. <i>International Business Review</i> , 2014, 23, 102-114.	4.8	25
20	When Forced Migrants Go Home: The Journey of Returnee Entrepreneurs in the Post-conflict Economies of Bosnia & Herzegovina and Kosovo. <i>Entrepreneurship Theory and Practice</i> , 2023, 47, 430-460.	10.2	11
21	<i>Management and Organization Review</i> Special Issue "Doing Qualitative Research in Emerging Markets". <i>Management and Organization Review</i> , 2017, 13, 455-458.	2.1	7
22	A bargaining and property rights perspective on the Belt and Road Initiative: Cases from the Italian port system. <i>Journal of International Business Policy</i> , 0, , 1.	5.1	4
23	Network Mechanisms in the Entry and Post-Entry Phases of Internationalization: Evidence from Finnish Family Firms. <i>British Journal of Management</i> , 0, , .	5.0	3
24	The Case Study in Family Business: A Review of Research Practice. <i>Proceedings - Academy of Management</i> , 2013, 2013, 15871.	0.1	1
25	When Economies Change Paths? Models of Transition in China, the Central Asian Republics, Myanmar & the Nations of Former Indochina. <i>Journal of International Entrepreneurship</i> , 2004, 2, 345-346.	3.0	0
26	Advancing Research Methodologies in Management Scholarship. <i>British Journal of Management</i> , 2021, 32, .	5.0	0
27	Unboxing the Black Box: Towards a Typology of Theorizing from Qualitative Single Case Studies. <i>Proceedings - Academy of Management</i> , 2019, 2019, 16659.	0.1	0