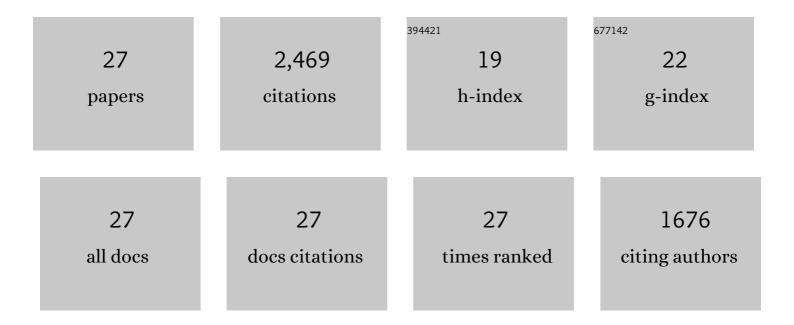
## Emmanuella Plakoyiannaki

List of Publications by Year in descending order

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

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#	Article	IF	CITATIONS
1	When Forced Migrants Go Home: The Journey of Returnee Entrepreneurs in the Post-conflict Economies of Bosnia & Herzegovina and Kosovo. Entrepreneurship Theory and Practice, 2023, 47, 430-460.	10.2	11
2	Reconciling theory and context: How the case study can set a new agenda for international business research. Journal of International Business Studies, 2022, 53, 4-26.	7.3	70
3	Advancing Research Methodologies in Management Scholarship. British Journal of Management, 2021, 32, .	5.0	0
4	From Convention to Alternatives: Rethinking Qualitative Research in Management Scholarship. British Journal of Management, 2021, 32, 3-6.	5.0	30
5	Process in family business internationalisation: The state of the art and ways forward. International Business Review, 2020, 29, 101665.	4.8	43
6	Rethinking Qualitative Scholarship in Emerging Markets: Researching, Theorizing, and Reporting. Management and Organization Review, 2019, 15, 217-234.	2.1	41
7	Unboxing the Black Box: Towards a Typology of Theorizing from Qualitative Single Case Studies. Proceedings - Academy of Management, 2019, 2019, 16659.	0.1	0
8	Three Pathways to Case Selection in International Business: A Twenty–Year Review, Analysis and Synthesis. International Business Review, 2018, 27, 755-766.	4.8	64
9	Envisioning consumers: how videography can contribute to marketing knowledge. Journal of Marketing Management, 2018, 34, 432-458.	2.3	30
10	<i>Management and Organization Review</i> Special Issue †Doing Qualitative Research in Emerging Markets'. Management and Organization Review, 2017, 13, 455-458.	2.1	7
11	SME internationalization: How does the opportunity-based international entrepreneurial culture matter?. International Business Review, 2016, 25, 1211-1222.	4.8	75
12	The Case Study in Family Business. Family Business Review, 2016, 29, 159-173.	6.6	81
13	Translation in cross-language international business research: Beyond equivalence. Journal of International Business Studies, 2014, 45, 562-582.	7.3	173
14	The overlooked distinction of multinational enterprise subsidiary learning: Its managerial and entrepreneurial learning modes. International Business Review, 2014, 23, 102-114.	4.8	25
15	The role of context in case study selection: An international business perspective. International Business Review, 2013, 22, 304-314.	4.8	113
16	Legitimizing Diverse Uses for Qualitative Research: A Rhetorical Analysis of Two Management Journals. International Journal of Management Reviews, 2013, 15, 245-264.	8.3	43
17	The Case Study in Family Business: A Review of Research Practice. Proceedings - Academy of Management, 2013, 2013, 15871.	0.1	1
18	International entrepreneurial culture—Toward a comprehensive opportunity-based operationalization of international entrepreneurship. International Business Review, 2012, 21, 708-721.	4.8	114

#	Article	IF	CITATIONS
19	Theorising from case studies: Towards a pluralist future for international business research. Journal of International Business Studies, 2011, 42, 740-762.	7.3	953
20	The global smaller firm in international entrepreneurship. International Business Review, 2010, 19, 589-606.	4.8	84
21	â€~Good' case research in industrial marketing: Insights from research practice. Industrial Marketing Management, 2010, 39, 109-117.	6.7	250
22	Images of Women in Online Advertisements of Global Products: Does Sexism Exist?. Journal of Business Ethics, 2008, 83, 101-112.	6.0	82
23	How Do Organisational Members Perceive CRM? Evidence from a U.K. Service Firm. Journal of Marketing Management, 2005, 21, 363-392.	2.3	27
24	When Economies Change Paths?Models of Transition in China, the Central Asian Republics, Myanmar & the Nations of Former Indochine Franïż½aise. Journal of International Entrepreneurship, 2004, 2, 345-346.	3.0	0
25	Theoretical Foundations of an International Entrepreneurial Culture. Journal of International Entrepreneurship, 2003, 1, 187-215.	3.0	145
26	A bargaining and property rights perspective on the Belt and Road Initiative: Cases from the Italian port system. Journal of International Business Policy, 0, , 1.	5.1	4
27	Network Mechanisms in the Entry and Postâ€Entry Phases of Internationalization: Evidence from Finnish Family Firms. British Journal of Management, 0, , .	5.0	3