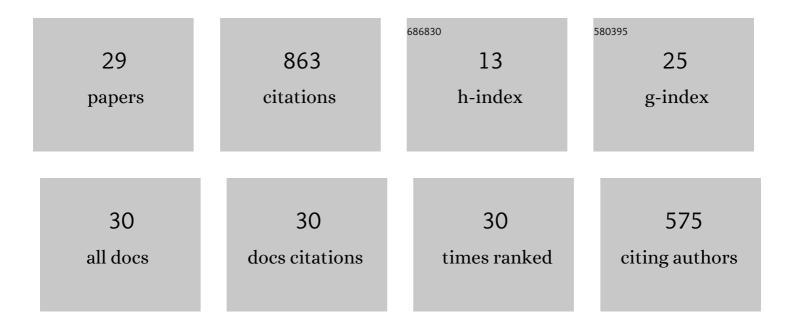
## Can Uslay

## List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/5425370/publications.pdf Version: 2024-02-01



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#	Article	IF	CITATIONS
1	Implications of the Revised Definition of Marketing: From Exchange to Value Creation. Journal of Public Policy and Marketing, 2007, 26, 302-307.	2.2	226
2	Anatomy of competitive advantage: towards a contingency theory of entrepreneurial marketing. Journal of Strategic Marketing, 2016, 24, 5-19.	3.7	94
3	The role of market orientation, relational capital, and internationalization speed in foreign market exit and re-entry decisions under turbulent conditions. International Business Review, 2018, 27, 1105-1115.	2.6	78
4	Do Marketing Media Have Life Cycles? The Case of Product Placement in Movies. Journal of Marketing, 2011, 75, 27-48.	7.0	75
5	Entrepreneurial marketing and firm performance: Synthesis and conceptual development. Journal of Business Research, 2020, 113, 62-71.	5.8	66
6	Peter Drucker on marketing: an exploration of five tenets. Journal of the Academy of Marketing Science, 2009, 37, 47-60.	7.2	46
7	An Empirical Examination of the "Rule of Three― Strategy Implications for Top Management, Marketers, and Investors. Journal of Marketing, 2010, 74, 20-39.	7.0	21
8	Case Analyses with Extensive Student Involvement: Management versus Consultants Case Method (MCM). Marketing Education Review, 2007, 17, 21-27.	0.8	20
9	Commentary on "The Essence of Business Marketing Theory, Research and Tactics: Contributions by the <i>Journal of Business-to-Business Marketing </i> ,â€-by Lichtenthal, Mummalaneni, and Wilson: A Paradigm Shift and Prospection Through Expanded Roles of Buyers and Sellers. Journal of Business-to-Business Marketing, 2008, 15, 204-217.	0.8	19
10	Promoting Entrepreneurship for Economic Development: A Crossâ€Cultural Analysis of Student Attitudes. Journal of Research in Marketing and Entrepreneurship, 2002, 4, 101-118.	0.7	18
11	The mediating role of mindful entrepreneurial marketing (MEM) between production and consumption. Journal of Research in Marketing and Entrepreneurship, 2014, 16, 47-62.	0.7	17
12	Marketing/entrepreneurship interface research priorities (2010â€2012). Journal of Research in Marketing and Entrepreneurship, 2009, 10, 70-75.	0.7	15
13	The Impact of the Slow City Movement on Place Authenticity, Entrepreneurial Opportunity, and Economic Development. Journal of Macromarketing, 2019, 39, 400-414.	1.7	15
14	Integrating Internet Technology in Marketing Research Education. Marketing Education Review, 2002, 12, 25-34.	0.8	14
15	Unique marketing challenges at the frontiers of technology: an integrated perspective. International Journal of Technology Management, 2004, 28, 8.	0.2	14
16	An Empirical Examination of the "Rule of Three― Strategy Implications for Top Management, Marketers, and Investors. Journal of Marketing, 2010, 74, 20-39.	7.0	14
17	Commentary: Relative Presence of Business-to-Business Research in the Marketing Literature: The Demand-Oriented Path Forward. Journal of Business-to-Business Marketing, 2009, 16, 23-30.	0.8	12
18	Entrepreneurial marketing and firm performance: scale development, validation, and empirical test. Journal of Strategic Marketing, 0, , 1-22.	3.7	12

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#	Article	IF	CITATIONS
19	Helping marketing research earn a seat at the table for decisionâ€making. European Business Review, 2006, 18, 294-306.	1.9	11
20	An entrepreneurial relationship marketing approach to B2B selling. Journal of Research in Marketing and Entrepreneurship, 2017, 19, 2-25.	0.7	11
21	THE VARYING ROLE OF SOCIAL TIES ON TEAM PERFORMANCE: EVIDENCE FROM THE MARKETING CLASSROOM. Marketing Education Review, 2019, 29, 37-51.	0.8	10
22	Predatory Pricing and Marketing Theory: Applications in Business-to-Business Context and Beyond. Journal of Business-to-Business Marketing, 2006, 13, 65-116.	0.8	8
23	The role of mindfulness in response to product cues and marketing communications. International Journal of Business Environment, 2015, 7, 347.	0.2	7
24	Make, buy, borrow or crowdsource? The evolution and future of outsourcing. Journal of Business Strategy, 2018, 39, 14-21.	0.9	4
25	Mindful entrepreneurial marketing for small and medium enterprises. , 2020, , .		3
26	Antecedents and Consequences of Technology Orientation (TECHOR) for Small Firms. , 2013, , 214-238.		2
27	Is Advertising Stuck in the Middle? A Commentary. Journal of Advertising Education, 2018, 22, 147-151.	0.3	1
28	Chapter 4.3: Place Marketing in Turkey. , 2018, , 199-219.		1
29	Globalization of Competition: The Global Rule of Three and the New Triad Power. , 2022, 1, 11-29.		1