

Can Uslay

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5425370/publications.pdf>

Version: 2024-02-01

29
papers

863
citations

686830

13
h-index

580395

25
g-index

30
all docs

30
docs citations

30
times ranked

575
citing authors

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

#	ARTICLE	IF	CITATIONS
19	Helping marketing research earn a seat at the table for decision-making. <i>European Business Review</i> , 2006, 18, 294-306.	1.9	11
20	An entrepreneurial relationship marketing approach to B2B selling. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2017, 19, 2-25.	0.7	11
21	THE VARYING ROLE OF SOCIAL TIES ON TEAM PERFORMANCE: EVIDENCE FROM THE MARKETING CLASSROOM. <i>Marketing Education Review</i> , 2019, 29, 37-51.	0.8	10
22	Predatory Pricing and Marketing Theory: Applications in Business-to-Business Context and Beyond. <i>Journal of Business-to-Business Marketing</i> , 2006, 13, 65-116.	0.8	8
23	The role of mindfulness in response to product cues and marketing communications. <i>International Journal of Business Environment</i> , 2015, 7, 347.	0.2	7
24	Make, buy, borrow or crowdsource? The evolution and future of outsourcing. <i>Journal of Business Strategy</i> , 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. <i>Journal of Advertising Education</i> , 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