

# Ebru Genc

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5521815/publications.pdf>

Version: 2024-02-01

8  
papers

253  
citations

1684188

5  
h-index

1720034

7  
g-index

8  
all docs

8  
docs citations

8  
times ranked

276  
citing authors

#	ARTICLE	IF	CITATIONS
1	The impact of SME internationalization on innovation: The mediating role of market and entrepreneurial orientation. <i>Industrial Marketing Management</i> , 2019, 82, 253-264.	6.7	137
2	Cross-functional integration in the sustainable new product development process: The role of the environmental specialist. <i>Industrial Marketing Management</i> , 2015, 50, 150-161.	6.7	60
3	Path to effective mobile advertising in Asian markets. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2019, 31, 55-80.	3.2	21
4	Aiming the Mobile Targets in a Cross-Cultural Context: Effects of Trust, Privacy Concerns, and Attitude. <i>International Journal of Human-Computer Interaction</i> , 2020, 36, 227-238.	4.8	20
5	A comparison of proactive and reactive environmental strategies in green product innovation. <i>International Journal of Innovation and Sustainable Development</i> , 2019, 13, 431.	0.4	8
6	Is Publishing Country-of-Design Information Beneficial for MNCs?. <i>Journal of International Consumer Marketing</i> , 2017, 29, 278-292.	3.7	4
7	Sustainable new product development. , 2018, , .		2
8	A comparison of proactive and reactive environmental strategies in green product innovation. <i>International Journal of Innovation and Sustainable Development</i> , 2019, 13, 431.	0.4	1