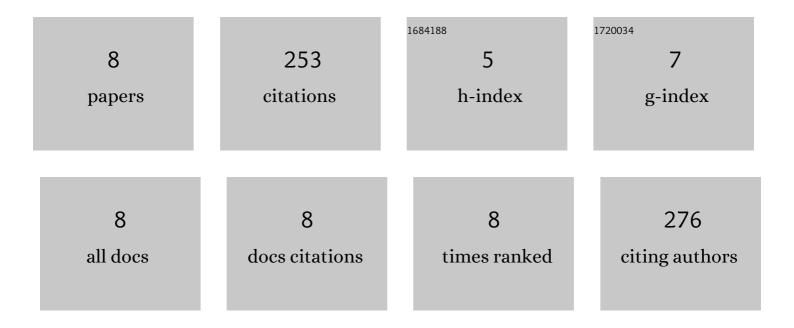
## Ebru Genc

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/5521815/publications.pdf Version: 2024-02-01



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