

Man Yang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6033167/publications.pdf>

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5
papers

199
citations

1683934

5
h-index

2053595

5
g-index

6
all docs

6
docs citations

6
times ranked

172
citing authors

#	ARTICLE	IF	CITATIONS
1	Entrepreneurial marketing of international high-tech business-to-business new ventures: A decision-making process perspective. <i>Industrial Marketing Management</i> , 2017, 64, 147-160.	3.7	109
2	International entrepreneurial marketing strategies of MNCs: Bricolage as practiced by marketing managers. <i>International Business Review</i> , 2018, 27, 1045-1056.	2.6	41
3	The Interface of International Marketing and Entrepreneurship Research: Review, Synthesis, and Future Directions. <i>Journal of International Marketing</i> , 2018, 26, 18-37.	2.5	29
4	From tensions to synergy: Causation and effectuation in the process of venture creation. <i>Strategic Entrepreneurship Journal</i> , 2022, 16, 573-601.	2.6	12
5	Bringing Nordic Slush to Asia: Entrepreneurial internationalization of an NGO as a social movement. <i>International Business Review</i> , 2020, 29, 101749.	2.6	7