

# Miriam Borchardt

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6376579/publications.pdf>

Version: 2024-02-01

23  
papers

749  
citations

686830

13  
h-index

642321

23  
g-index

23  
all docs

23  
docs citations

23  
times ranked

666  
citing authors

#	ARTICLE	IF	CITATIONS
1	Germinating seeds in dry soil: examining the process of frugal innovation in micro- and small-enterprises at the base of the pyramid. <i>European Business Review</i> , 2022, 34, 297-320.	1.9	2
2	Guidelines for Implementing Innovations in Hospital Organizations. <i>Brazilian Business Review</i> , 2022, 19, 331-350.	0.4	2
3	Leveraging frugal innovation in micro- and small enterprises at the base of the pyramid in Brazil: an analysis through the lens of dynamic capabilities. <i>Journal of Entrepreneurship in Emerging Economies</i> , 2021, 13, 864-886.	1.5	13
4	Assessing the Influence of Circular Economy Practices in Companies that Orchestrate an Ecosystem of a Brazilian Industrial Cluster. <i>Springer Proceedings in Mathematics and Statistics</i> , 2021, , 13-31.	0.1	2
5	Green marketing in supermarkets: Conventional and digitized marketing alternatives to reduce waste. <i>Journal of Cleaner Production</i> , 2021, 296, 126531.	4.6	35
6	Best of the world or better for the world? A systematic literature review on benefit corporations and certified B corporations contribution to sustainable development. <i>Corporate Social Responsibility and Environmental Management</i> , 2021, 28, 1822-1839.	5.0	25
7	Industry-retail symbiosis: What we should know to reduce perishable processed food disposal for a wider circular economy. <i>Journal of Cleaner Production</i> , 2021, 318, 128622.	4.6	13
8	A digitally enabled circular economy for mitigating food waste: Understanding innovative marketing strategies in the context of an emerging economy. <i>Technological Forecasting and Social Change</i> , 2021, 173, 121062.	6.2	48
9	The evolution of base of the pyramid approaches and the role of multinational and domestic business ventures: Value-commitment and profit-making perspectives. <i>Industrial Marketing Management</i> , 2020, 89, 171-180.	3.7	26
10	TQM at car dealerships with better sales performance: a multiple case study. <i>Total Quality Management and Business Excellence</i> , 2020, 31, 1621-1638.	2.4	3
11	Expert insights on successful multinational ecodesign projects: A guide for middle managers. <i>Journal of Cleaner Production</i> , 2020, 248, 119211.	4.6	5
12	Top managers'™ role in key account management. <i>Journal of Business and Industrial Marketing</i> , 2019, 34, 977-993.	1.8	9
13	Drivers, opportunities and barriers for a retailer in the pursuit of more sustainable packaging redesign. <i>Journal of Cleaner Production</i> , 2018, 187, 18-28.	4.6	74
14	Achieving better revenue and customers'™ satisfaction with after-sales services. <i>International Journal of Quality and Reliability Management</i> , 2018, 35, 1686-1708.	1.3	14
15	Value Added Elements According to Buyer Companies in a B2B Context. <i>BAR - Brazilian Administration Review</i> , 2015, 12, 229-249.	0.4	3
16	Motivations for promoting the consumption of green products in an emerging country: exploring attitudes of Brazilian consumers. <i>Journal of Cleaner Production</i> , 2015, 106, 507-520.	4.6	233
17	How the Brazilian government can use public policies to induce recycling and still save money?. <i>Journal of Cleaner Production</i> , 2015, 96, 94-101.	4.6	45
18	How can the sales of green products in the Brazilian supply chain be increased?. <i>Journal of Cleaner Production</i> , 2013, 47, 274-282.	4.6	32

#	ARTICLE	IF	CITATIONS
19	Avaliação da presença de práticas do Design for Environment (DfE) no desenvolvimento de produto de uma empresa da indústria química. <i>Production</i> , 2012, 22, 58-69.	1.3	1
20	Redesign of a component based on ecodesign practices: environmental impact and cost reduction achievements. <i>Journal of Cleaner Production</i> , 2011, 19, 49-57.	4.6	113
21	Modelagem para avaliação de desempenho ambiental em operações de manufatura. <i>Gestão &amp; Produção</i> , 2010, 17, 95-109.	0.5	16
22	Reprojeto do contraforte: um caso de aplicação do ecodesign em manufatura calçadista. <i>Production</i> , 2010, 20, 392-403.	1.3	7
23	Adopting ecodesign practices: Case study of a midsized automotive supplier. <i>Environmental Quality Management</i> , 2009, 19, 7-22.	1.0	28