

Ana Isabel Rodrguez-Escudero

List of Publications by Citations

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35
papers

1,011
citations

16
h-index

31
g-index

35
ext. papers

1,186
ext. citations

4
avg, IF

4.62
L-index

#	Paper	IF	Citations
35	Customer Involvement in New Service Development: An Examination of Antecedents and Outcomes*. <i>Journal of Product Innovation Management</i> , 2009 , 26, 536-550	7.1	267
34	The impact of market characteristics and innovation speed on perceptions of positional advantage and new product performance. <i>International Journal of Research in Marketing</i> , 2006 , 23, 1-12	5.5	101
33	Speed or quality? How the order of market entry influences the relationship between market orientation and new product performance. <i>International Journal of Research in Marketing</i> , 2011 , 28, 145-154	5.5	65
32	The effect of market orientation on innovation speed and new product performance. <i>Journal of Business and Industrial Marketing</i> , 2010 , 25, 501-513	3	65
31	Criteria employed for go/no-go decisions when developing successful highly innovative products. <i>Industrial Marketing Management</i> , 2004 , 33, 307-316	6.9	62
30	Relationships among team's organizational context, innovation speed, and technological uncertainty: An empirical analysis. <i>Journal of Engineering and Technology Management - JET-M</i> , 2009 , 26, 28-45	3.7	50
29	Designing teams for speedy product development: The moderating effect of technological complexity. <i>Journal of Business Research</i> , 2006 , 59, 225-232	8.7	45
28	Performance effects of involving lead users and close customers in new service development. <i>Journal of Services Marketing</i> , 2012 , 26, 497-509	4	37
27	Influence of Affective Traits on Entrepreneur's Goals and Satisfaction. <i>Journal of Small Business Management</i> , 2012 , 50, 408-428	3	34
26	Order, positioning, scope and outcomes of market entry. <i>Industrial Marketing Management</i> , 2008 , 37, 154-166	6.9	33
25	Management control, role expectations and job satisfaction of new product development teams: The moderating effect of participative decision-making. <i>Industrial Marketing Management</i> , 2013 , 42, 248-259	6.9	31
24	Antecedents and consequences of using information from customers involved in new service development. <i>Journal of Business and Industrial Marketing</i> , 2014 , 29, 112-122	3	29
23	The effect of entrepreneurship education programmes on satisfaction with innovation behaviour and performance. <i>Journal of European Industrial Training</i> , 2009 , 33, 198-214		29
22	Technology Newness and Impact of Go/No-Go Criteria on New Product Success. <i>Marketing Letters</i> , 2004 , 15, 81-97	2.3	26
21	Positive and Negative Effects of Team Stressors on Job Satisfaction and New Product Performance*. <i>Journal of Product Innovation Management</i> , 2010 , 27, 856-868	7.1	20
20	The negative effect of team's prior experience and technological turbulence on new service development projects with customer involvement. <i>European Journal of Marketing</i> , 2015 , 49, 278-301	4.4	16
19	Order and scale of market entry, firm resources, and performance. <i>European Journal of Marketing</i> , 2007 , 41, 590-607	4.4	14

18	The Dark Side of Team Social Cohesion in NPD Team Boundary Spanning. <i>Journal of Product Innovation Management</i> , 2019 , 36, 149-171	7.1	12
17	Effects of Collaborative Communication on NPD Collaboration Results: Two Routes of Influence. <i>Journal of Product Innovation Management</i> , 2018 , 35, 184-208	7.1	11
16	How market entry order mediates the influence of firm resources on new product performance. <i>Journal of Engineering and Technology Management - JET-M</i> , 2012 , 29, 241-264	3.7	10
15	The Effects of Decentralization in Strategy-Making and National Culture on NPD Portfolio Planning. <i>Journal of Product Innovation Management</i> , 2016 , 33, 101-116	7.1	9
14	The individual and joint effects of process control and process-based rewards on new product performance and job satisfaction. <i>BRQ Business Research Quarterly</i> , 2016 , 19, 26-39	2.1	8
13	Do switching costs really provide a first-mover advantage?. <i>Marketing Intelligence and Planning</i> , 2012 , 30, 165-187	3.2	7
12	The effects of managerial output control and team autonomy on the speed of new product development: the moderating effect of product newness. <i>International Journal of Product Development</i> , 2011 , 13, 298	0.7	6
11	NPD collaboration in an asymmetrical investment context: A relational view. <i>Journal of Engineering and Technology Management - JET-M</i> , 2017 , 45, 1-17	3.7	5
10	Do proactive and reactive causes to delete a brand impact deletion success? The role of brand orientation. <i>Journal of Brand Management</i> , 2020 , 27, 211-226	3.3	4
9	Is the formalization of NPD collaboration productive or counterproductive? Contingent effects of trust between partners. <i>BRQ Business Research Quarterly</i> , 2021 , 24, 2-18	2.1	3
8	The Role of Affect in the Development of Entrepreneurial Intentions. <i>Entrepreneurship Research Journal</i> , 2020 ,	1.5	2
7	Brand deletion: How the decision-making approach affects deletion success. <i>BRQ Business Research Quarterly</i> , 2018 , 21, 69-83	2.1	2
6	Training and its consequences on the innovative capacity of entrepreneurs. <i>International Journal of Entrepreneurship and Innovation Management</i> , 2012 , 15, 235	0.4	2
5	Brand deletion implementation: The effect on performance of context and process factors. <i>European Management Journal</i> , 2021 , 39, 147-161	4.8	2
4	The impact of social capital on entrepreneurial intention and its antecedents: Differences between social capital online and offline. <i>BRQ Business Research Quarterly</i> , 234094442110622	2.1	2
3	The Combinations of Market and Non-Market Strategies That Facilitate Family Firm Survival. <i>Entrepreneurship Research Journal</i> , 2020 ,	1.5	1
2	Online and Face-to-Face Social Networks and Dispositional Affectivity. How to Promote Entrepreneurial Intention in Higher Education Environments to Achieve Disruptive Innovations?. <i>Frontiers in Psychology</i> , 2020 , 11, 588634	3.4	1
1	Benefits from the standardisation of the complaint management system. <i>Total Quality Management and Business Excellence</i> , 2021 , 32, 737-757	2.7	0

