

# Ana Isabel Rodrguez-Escudero

## List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

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	Brand deletion implementation: The effect on performance of context and process factors. <i>European Management Journal</i> , <b>2021</b> , 39, 147-161	4.8	2
34	Is the formalization of NPD collaboration productive or counterproductive? Contingent effects of trust between partners. <i>BRQ Business Research Quarterly</i> , <b>2021</b> , 24, 2-18	2.1	3
33	Benefits from the standardisation of the complaint management system. <i>Total Quality Management and Business Excellence</i> , <b>2021</b> , 32, 737-757	2.7	0
32	The Role of Affect in the Development of Entrepreneurial Intentions. <i>Entrepreneurship Research Journal</i> , <b>2020</b> ,	1.5	2
31	The Combinations of Market and Non-Market Strategies That Facilitate Family Firm Survival. <i>Entrepreneurship Research Journal</i> , <b>2020</b> ,	1.5	1
30	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> , <b>2020</b> , 11, 588634	3.4	1
29	Do proactive and reactive causes to delete a brand impact deletion success? The role of brand orientation. <i>Journal of Brand Management</i> , <b>2020</b> , 27, 211-226	3.3	4
28	The Dark Side of Team Social Cohesion in NPD Team Boundary Spanning. <i>Journal of Product Innovation Management</i> , <b>2019</b> , 36, 149-171	7.1	12
27	Brand deletion: How the decision-making approach affects deletion success. <i>BRQ Business Research Quarterly</i> , <b>2018</b> , 21, 69-83	2.1	2
26	Effects of Collaborative Communication on NPD Collaboration Results: Two Routes of Influence. <i>Journal of Product Innovation Management</i> , <b>2018</b> , 35, 184-208	7.1	11
25	NPD collaboration in an asymmetrical investment context: A relational view. <i>Journal of Engineering and Technology Management - JET-M</i> , <b>2017</b> , 45, 1-17	3.7	5
24	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> , <b>2016</b> , 19, 26-39	2.1	8
23	The Effects of Decentralization in Strategy-Making and National Culture on NPD Portfolio Planning. <i>Journal of Product Innovation Management</i> , <b>2016</b> , 33, 101-116	7.1	9
22	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> , <b>2015</b> , 49, 278-301	4.4	16
21	Antecedents and consequences of using information from customers involved in new service development. <i>Journal of Business and Industrial Marketing</i> , <b>2014</b> , 29, 112-122	3	29
20	Management control, role expectations and job satisfaction of new product development teams: The moderating effect of participative decision-making. <i>Industrial Marketing Management</i> , <b>2013</b> , 42, 248-259	6.9	31
19	Influence of Affective Traits on Entrepreneur's Goals and Satisfaction. <i>Journal of Small Business Management</i> , <b>2012</b> , 50, 408-428	3	34

18	How market entry order mediates the influence of firm resources on new product performance. <i>Journal of Engineering and Technology Management - JET-M</i> , <b>2012</b> , 29, 241-264	3.7	10
17	Do switching costs really provide a first-mover advantage?. <i>Marketing Intelligence and Planning</i> , <b>2012</b> , 30, 165-187	3.2	7
16	Performance effects of involving lead users and close customers in new service development. <i>Journal of Services Marketing</i> , <b>2012</b> , 26, 497-509	4	37
15	Training and its consequences on the innovative capacity of entrepreneurs. <i>International Journal of Entrepreneurship and Innovation Management</i> , <b>2012</b> , 15, 235	0.4	2
14	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> , <b>2011</b> , 28, 145-154	5.5	65
13	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> , <b>2011</b> , 13, 298	0.7	6
12	The effect of market orientation on innovation speed and new product performance. <i>Journal of Business and Industrial Marketing</i> , <b>2010</b> , 25, 501-513	3	65
11	Positive and Negative Effects of Team Stressors on Job Satisfaction and New Product Performance*. <i>Journal of Product Innovation Management</i> , <b>2010</b> , 27, 856-868	7.1	20
10	Relationships among team's organizational context, innovation speed, and technological uncertainty: An empirical analysis. <i>Journal of Engineering and Technology Management - JET-M</i> , <b>2009</b> , 26, 28-45	3.7	50
9	Customer Involvement in New Service Development: An Examination of Antecedents and Outcomes*. <i>Journal of Product Innovation Management</i> , <b>2009</b> , 26, 536-550	7.1	267
8	The effect of entrepreneurship education programmes on satisfaction with innovation behaviour and performance. <i>Journal of European Industrial Training</i> , <b>2009</b> , 33, 198-214		29
7	Order, positioning, scope and outcomes of market entry. <i>Industrial Marketing Management</i> , <b>2008</b> , 37, 154-166	6.9	33
6	Order and scale of market entry, firm resources, and performance. <i>European Journal of Marketing</i> , <b>2007</b> , 41, 590-607	4.4	14
5	Designing teams for speedy product development: The moderating effect of technological complexity. <i>Journal of Business Research</i> , <b>2006</b> , 59, 225-232	8.7	45
4	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> , <b>2006</b> , 23, 1-12	5.5	101
3	Technology Newness and Impact of Go/No-Go Criteria on New Product Success. <i>Marketing Letters</i> , <b>2004</b> , 15, 81-97	2.3	26
2	Criteria employed for go/no-go decisions when developing successful highly innovative products. <i>Industrial Marketing Management</i> , <b>2004</b> , 33, 307-316	6.9	62
1	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

