

# Cengiz Yilmaz

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6885071/publications.pdf>

Version: 2024-02-01

26  
papers

1,475  
citations

471509

17  
h-index

642732

23  
g-index

26  
all docs

26  
docs citations

26  
times ranked

1144  
citing authors

#	ARTICLE	IF	CITATIONS
1	Antecedents of Private-Label Brand Purchase Intention: An Experimental Analysis. <i>Journal of International Consumer Marketing</i> , 2022, 34, 435-449.	3.7	2
2	A typology of personalisation practices in marketing in the digital age. <i>Journal of Marketing Management</i> , 2021, 37, 1091-1122.	2.3	14
3	Innovative Capability, Innovation Strategy and Market Orientation: An Empirical Analysis in Turkish Software Industry. <i>Series on Technology Management</i> , 2019, , 139-181.	0.1	10
4	Effects of Customer Complaint Management Quality on Business Performance in Service Businesses. <i>Bogazici Journal</i> , 2018, 32, .	0.2	3
5	EXPANDING THE BOUNDARY OF BRAND EXTENSIONS THROUGH BRAND RELATIONSHIP QUALITY. <i>Journal of Business Economics and Management</i> , 2016, 17, 930-944.	2.4	9
6	An asymmetric configural model approach for understanding complainer emotions and loyalty. <i>Journal of Business Research</i> , 2016, 69, 3659-3672.	10.2	7
7	A Case Study of the Mediating Role of Innovation on the Relationship Between Environmental Uncertainty, Market Orientation, and Firm Performance. <i>International Journal of Innovation and Technology Management</i> , 2016, 13, 1750003.	1.4	8
8	How do firms benefit from customer complaints?. <i>Journal of Business Research</i> , 2016, 69, 944-955.	10.2	46
9	Cognitive and affective constituents of the consumption experience in retail service settings: effects on store loyalty. <i>Service Business</i> , 2016, 10, 715-735.	4.2	28
10	How does innovativeness yield superior firm performance? The role of marketing effectiveness. <i>Innovation: Management, Policy and Practice</i> , 2012, 14, 107-128.	3.9	35
11	Predictors of attitudinal and behavioral outcomes in mobile advertising: A field experiment. <i>Electronic Commerce Research and Applications</i> , 2012, 11, 570-581.	5.0	80
12	Factors affecting risk mitigation revisited: the case of earthquake in Turkey. <i>Journal of Risk Research</i> , 2011, 14, 17-46.	2.6	32
13	Mobile marketing at Turkcell: Turkey's leading mobile operator. <i>Emerald Emerging Markets Case Studies</i> , 2011, 1, 1-9.	0.1	0
14	International strategies of emerging market firms. <i>European Journal of Marketing</i> , 2010, 44, 1410-1436.	2.9	46
15	Performance implications of institutionalization process in family-owned businesses: Evidence from an emerging economy. <i>Journal of World Business</i> , 2008, 43, 435-448.	7.7	42
16	Organizational culture and firm effectiveness: An examination of relative effects of culture traits and the balanced culture hypothesis in an emerging economy. <i>Journal of World Business</i> , 2008, 43, 290-306.	7.7	123
17	INNOVATIVE CAPABILITY, INNOVATION STRATEGY AND MARKET ORIENTATION: AN EMPIRICAL ANALYSIS IN TURKISH SOFTWARE INDUSTRY. <i>International Journal of Innovation Management</i> , 2008, 12, 69-111.	1.2	256
18	Relative effects of dependence and trust on flexibility, information exchange, and solidarity in marketing channels. <i>Journal of Business and Industrial Marketing</i> , 2007, 22, 41-51.	3.0	73

#	ARTICLE	IF	CITATIONS
19	Market Orientation and Planning Flexibility in SMEs. <i>International Small Business Journal</i> , 2007, 25, 152-172.	4.8	97
20	The role of monitoring in interfirm exchange: Effects on partner unilateral cooperation. <i>Journal of Business Research</i> , 2006, 59, 1231-1238.	10.2	26
21	Learning process in new product development teams and effects on product success: A socio-cognitive perspective. <i>Industrial Marketing Management</i> , 2006, 35, 210-224.	6.7	122
22	Joint and interactive effects of trust and (inter) dependence on relational behaviors in long-term channel dyads. <i>Industrial Marketing Management</i> , 2005, 34, 235-248.	6.7	83
23	Cultural determinants of customer- and learning-oriented value systems and their joint effects on firm performance. <i>Journal of Business Research</i> , 2005, 58, 1340-1352.	10.2	117
24	Supplier fairness as a mediating factor in the supplier performance–reseller satisfaction relationship. <i>Journal of Business Research</i> , 2004, 57, 854-863.	10.2	65
25	Salesperson Cooperation: The Influence of Relational, Task, Organizational, and Personal Factors. <i>Journal of the Academy of Marketing Science</i> , 2001, 29, 335-357.	11.2	150
26	Exploring the Mobile Consumer. , 0, , 768-778.		1