

# Pervez N Ghauri

## List of Publications by Year in descending order

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Version: 2024-02-01

120  
papers

6,201  
citations

76196

40  
h-index

85405

71  
g-index

132  
all docs

132  
docs citations

132  
times ranked

3395  
citing authors

#	ARTICLE	IF	CITATIONS
1	Globalisation, economic geography and the strategy of multinational enterprises. <i>Journal of International Business Studies</i> , 2004, 35, 81-98.	4.6	823
2	Enhancing the Trustworthiness of Qualitative Research in International Business. <i>Management International Review</i> , 2008, 48, 689-714.	2.1	358
3	Service quality and customer retention: building long-term relationships. <i>European Journal of Marketing</i> , 2004, 38, 1577-1598.	1.7	201
4	Designing and Conducting Case Studies in International Business Research. , 2004, , .		197
5	Determinants influencing CSR practices in small and medium sized MNE subsidiaries: A stakeholder perspective. <i>Journal of World Business</i> , 2015, 50, 192-204.	4.6	189
6	Trust in international joint venture relationships. <i>Journal of Business Research</i> , 2003, 56, 1031-1042.	5.8	182
7	Understanding the impact of relational capital and organizational learning on alliance outcomes. <i>Journal of World Business</i> , 2010, 45, 237-249.	4.6	178
8	Organizational Learning, Innovation and Internationalization: A Complex System Model. <i>British Journal of Management</i> , 2014, 25, 687-705.	3.3	156
9	Analysing textual data in international marketing research. <i>Qualitative Market Research</i> , 2005, 8, 9-38.	1.0	147
10	Using networks to solve export marketing problems of small and medium sized firms from developing countries. <i>European Journal of Marketing</i> , 2003, 37, 728-752.	1.7	138
11	Network view of MNCs' socio-political behavior. <i>Journal of Business Research</i> , 2008, 61, 912-924.	5.8	137
12	Establishing rigor in mail-survey procedures in international business research. <i>Journal of World Business</i> , 2015, 50, 26-35.	4.6	120
13	Negotiating with the Chinese: a socio-cultural analysis. <i>Journal of World Business</i> , 2001, 36, 303-325.	4.6	114
14	Research on international business: The new realities. <i>International Business Review</i> , 2021, 30, 101794.	2.6	112
15	The role of networks and matching in market entry to emerging retail markets. <i>International Marketing Review</i> , 2008, 25, 674-699.	2.2	106
16	The behaviour of international firms in socio-political environments in the European Union. <i>Journal of Business Research</i> , 2001, 52, 263-275.	5.8	96
17	Key factors affecting acquisition of technological capabilities from foreign acquiring firms by small and medium sized local firms. <i>Journal of World Business</i> , 2011, 46, 116-125.	4.6	88
18	Internationalizing by learning: the case of Chinese high-tech new ventures. <i>International Marketing Review</i> , 2010, 27, 223-244.	2.2	81

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19	Internationalisation of service firms through corporate social entrepreneurship and networking. <i>International Marketing Review</i> , 2014, 31, 576-600.	2.2	80
20	The formalization of case study research in international business. <i>Markt</i> , 2009, 48, 29-40.	0.8	75
21	Co-development as a marketing strategy in the construction industry. <i>Industrial Marketing Management</i> , 2007, 36, 158-172.	3.7	72
22	Learning through international acquisitions: The process of knowledge acquisition in China. <i>Management International Review</i> , 2008, 48, 207-226.	2.1	71
23	Regional Management as a System. <i>Management International Review</i> , 2010, 50, 513-532.	2.1	71
24	Use of the written contract in long-lasting business relationships. <i>Industrial Marketing Management</i> , 2004, 33, 261-268.	3.7	69
25	Internationalization of emerging market firms: the case of Turkish retailers. <i>International Marketing Review</i> , 2010, 27, 316-337.	2.2	69
26	Market driving multinationals and their global sourcing network. <i>International Marketing Review</i> , 2008, 25, 504-519.	2.2	63
27	MNE microfoundations and routines for building a legitimate and sustainable position in emerging markets. <i>Journal of Organizational Behavior</i> , 2017, 38, 1320-1337.	2.9	61
28	Antecedents and consequences of new venture growth strategy: An empirical study in China. <i>Asia Pacific Journal of Management</i> , 2010, 27, 393-421.	2.9	60
29	Reverse knowledge acquisition in emerging market MNEs: The experiences of Huawei and ZTE. <i>Journal of Business Research</i> , 2018, 93, 202-215.	5.8	60
30	Market driving strategies: Beyond localization. <i>Journal of Business Research</i> , 2016, 69, 5682-5693.	5.8	56
31	The role of matching in the foreign market entry process in the Baltic States. <i>European Journal of Marketing</i> , 1996, 30, 75-88.	1.7	54
32	Mimetic and experiential effects in international marketing alliance formations of US pharmaceuticals firms: An event history analysis. <i>Journal of International Business Studies</i> , 2009, 40, 301-320.	4.6	54
33	Doing right, investing right: Socially responsible investing and shareholder activism in the financial sector. <i>Business Horizons</i> , 2013, 56, 703-714.	3.4	54
34	Risk in international business and its mitigation. <i>Journal of World Business</i> , 2020, 55, 101078.	4.6	48
35	Foreign direct investment spillover effects in China: Are they different across industries with different technological levels?. <i>China Economic Review</i> , 2013, 26, 105-117.	2.1	47
36	Managing International Joint Venture Relationships. <i>Industrial Marketing Management</i> , 2000, 29, 205-218.	3.7	46

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37	Do brand names in a foreign language lead to different brand perceptions?. Journal of Marketing Management, 2010, 26, 1037-1056.	1.2	46
38	GUIDELINES FOR INTERNATIONAL BUSINESS NEGOTIATIONS. International Marketing Review, 1986, 3, 72-82.	2.2	45
39	Internationalisation for Survival: The Case of New Ventures. Management International Review, 2014, 54, 653-673.	2.1	45
40	Institutional distance and knowledge acquisition in international buyer-supplier relationships: The moderating role of trust. Asia Pacific Journal of Management, 2018, 35, 427-447.	2.9	45
41	New structures in MNCs based in small countries: A network approach. European Management Journal, 1992, 10, 357-364.	3.1	41
42	Internationalization Through Sociopolitical Relationships: MNEs in India. Long Range Planning, 2015, 48, 334-345.	2.9	40
43	The Impact of Market Orientation on the Internationalization of Retailing Firms: Tesco in Eastern Europe. International Review of Retail, Distribution and Consumer Research, 2005, 15, 53-74.	1.3	39
44	Globalization and its impact on operational decisions. International Journal of Operations and Production Management, 2009, 29, 692-719.	3.5	39
45	Comparing export marketing channels: developed versus developing countries. International Marketing Review, 2004, 21, 409-422.	2.2	38
46	Market-driving strategy implementation through global supplier relationships. Industrial Marketing Management, 2012, 41, 919-928.	3.7	38
47	Internationalization of service industry firms: understanding distinctive characteristics. Service Industries Journal, 2012, 32, 1007-1010.	5.0	38
48	The Impact of Turbulent Events on Knowledge Acquisition. Management International Review, 2012, 52, 293-315.	2.1	38
49	Developing strategic supplier networks: An institutional perspective. Journal of Business Research, 2013, 66, 506-515.	5.8	36
50	Intellectual property, pharmaceutical MNEs and the developing world. Journal of World Business, 2009, 44, 206-215.	4.6	35
51	Demand supply network opportunity development processes in emerging markets: Positioning for strategy realization in Russia. Industrial Marketing Management, 2010, 39, 240-251.	3.7	35
52	On What Do Consumer Product Preferences Depend? Determining Domestic versus Foreign Product Preferences in an Emerging Economy Market. Journal of International Consumer Marketing, 2013, 25, 166-180.	2.3	31
53	The creation view of opportunities at the base of the pyramid. Entrepreneurship and Regional Development, 2015, 27, 106-126.	2.0	31
54	Running faster and jumping higher? Survival and growth in international manufacturing new ventures. International Small Business Journal, 2018, 36, 829-850.	2.9	31

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55	Innovative Knowledge Transfer Patterns of Group-Affiliated Companies: The effects on the Performance of Foreign Subsidiaries. <i>Journal of International Management</i> , 2014, 20, 107-123.	2.4	30
56	Measuring international NPD projects: an evaluation process. <i>Journal of Business and Industrial Marketing</i> , 2005, 20, 79-87.	1.8	28
57	A Corporate Social Entrepreneurship Approach to Market-Based Poverty Reduction. <i>Emerging Markets Finance and Trade</i> , 2015, 51, 320-334.	1.7	28
58	The Interplay of Mahalanobis Distance and Firm Capabilities on MNC Subsidiary Exits from Host Countries. <i>Management International Review</i> , 2017, 57, 379-409.	2.1	28
59	Negotiating with firms in developing countries: Two case studies. <i>Industrial Marketing Management</i> , 1988, 17, 49-53.	3.7	25
60	EUâ€“China and the non-transparent race for inward FDI. <i>Journal of Asian Economics</i> , 2008, 19, 358-370.	1.2	24
61	Chinese Multinational Enterprises in Europe and Africa: How do They Perceive Political Risk?. <i>Management International Review</i> , 2018, 58, 121-146.	2.1	23
62	Knowledge Acquisition in International Strategic Alliances: The Role of Knowledge Ambiguity. <i>Management International Review</i> , 2019, 59, 439-463.	2.1	23
63	Entering the base of the pyramid market in India. <i>International Marketing Review</i> , 2016, 33, 555-579.	2.2	22
64	Merger and acquisition motives and outcome assessment. <i>Thunderbird International Business Review</i> , 2018, 60, 709-718.	0.9	21
65	Understanding foreign divestment: The impacts of economic and political friction. <i>Journal of Business Research</i> , 2022, 139, 675-691.	5.8	21
66	Competitive analysis of the software industry in China. <i>International Journal of Technology Management</i> , 2005, 29, 64.	0.2	19
67	Managing international strategic alliance relationships. <i>Thunderbird International Business Review</i> , 2007, 49, 671-687.	0.9	19
68	Multinationals and the Changing Rules of Competition. <i>Management International Review</i> , 2012, 52, 145-154.	2.1	18
69	Internationalization of Smaller Firms: Opportunity Development through Networks. <i>Thunderbird International Business Review</i> , 2016, 58, 465-477.	0.9	18
70	Solving Export Marketing Problems of Small and Medium-Sized Firms from Developing Countries. <i>Journal of African Business</i> , 2006, 7, 57-87.	1.3	17
71	The impact of foreign parent control mechanisms upon measurements of performance in IJVs in South Korea. <i>Critical Perspectives on International Business</i> , 2013, 9, 251-270.	1.4	17
72	Digital platforms and development: a survey of the literature. <i>Innovation and Development</i> , 2021, 11, 303-321.	1.4	16

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73	Platform-based business model and entrepreneurs from Base of the Pyramid. <i>Technovation</i> , 2023, 119, 102451.	4.2	16
74	Economic nationalism and internationalization of services: Review and research agenda. <i>Journal of World Business</i> , 2022, 57, 101314.	4.6	15
75	Psychic distance and environment: impact on increased resource commitment. <i>European Business Review</i> , 2012, 24, 351-373.	1.9	14
76	The Role of Multinational Enterprises in Achieving Sustainable Development Goals. <i>AIB Insights</i> , 2022, 22, .	1.2	14
77	International collaboration and innovation: Evidence from a leading Chinese multinational enterprise. <i>Journal of World Business</i> , 2022, 57, 101329.	4.6	14
78	Negotiating alliances in emerging markets?Do partners' contributions matter?. <i>Thunderbird International Business Review</i> , 2002, 44, 701-728.	0.9	13
79	Strategy and structure of service multinationals and their impact on linkages with local firms. <i>Service Industries Journal</i> , 2012, 32, 1171-1191.	5.0	13
80	Brexit negotiations: From negotiation space to agreement zones. <i>Journal of International Business Studies</i> , 2019, 50, 137-149.	4.6	13
81	Joint Venture Relationship Between Swedish Firms and Developing Countries:. <i>Journal of Global Marketing</i> , 1989, 2, 25-48.	2.0	12
82	Organizational cross-cultural differences in the context of innovation-oriented partnerships. <i>Cross Cultural and Strategic Management</i> , 2016, 23, 128-157.	1.0	12
83	Knowledge centralization and international R&D team performance: Unpacking the moderating roles of team-specific characteristics. <i>Journal of Business Research</i> , 2021, 128, 627-640.	5.8	12
84	The Impact of Social Media and Digital Platforms Experience on SME International Orientation: The Moderating Role of COVID-19 Pandemic. <i>Journal of International Management</i> , 2022, 28, 100950.	2.4	12
85	Multinational enterprise acquisitions in emerging markets: linkage effects on local firms. <i>European Journal of International Management</i> , 2010, 4, 135.	0.1	11
86	The Three Pillars: Business, State and Society: MNCs in Emerging Markets. <i>International Business and Management</i> , 2012, , 3-16.	0.1	11
87	Learning from foreign operation modes: The virtuous path for innovation. <i>BRQ Business Research Quarterly</i> , 2020, 23, 159-171.	2.2	11
88	Developing a Market-Driving Strategy for Foreign Markets: Internal Capabilities and External Activities. <i>Schmalenbach Business Review</i> , 2011, 63, 1-23.	0.9	10
89	Innovation policy, competence creation and innovation performance of foreign subsidiaries: The case of South Korea. <i>Asian Business and Management</i> , 2012, 11, 56-78.	1.7	10
90	Cultural Evaluations in Acquired Companies: Focusing on Subjectivities. <i>British Journal of Management</i> , 2012, 23, 272-290.	3.3	9

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91	Trade in intangibles and the global trade imbalance. <i>World Economy</i> , 2021, 44, 1448-1469.	1.4	9
92	Internationalization of Service Firms and Their Interactions with Socio-Political Actors. <i>Management International Review</i> , 2019, 59, 499-514.	2.1	8
93	Digital technology-based entrepreneurial pursuit of the marginalised communities. <i>Journal of International Management</i> , 2022, 28, 100948.	2.4	8
94	Country of Origin Effects on Industrial Products Coming from Eastern Europe. <i>Journal of East-West Business</i> , 1998, 4, 129-140.	0.3	7
95	International Inbound Open Innovation and International Performance. <i>Canadian Journal of Administrative Sciences</i> , 2017, 34, 401-415.	0.9	6
96	The choice of offshoring operation mode: A behavioural perspective. <i>Journal of Business Research</i> , 2019, 103, 570-580.	5.8	6
97	The Entry of Multinational Companies to the Base of the Pyramid: A Network Perspective. , 2014, , 39-52.		6
98	Export Behaviour of Smaller Norwegian Firms. <i>Journal of Euromarketing</i> , 1994, 3, 91-110.	0.0	5
99	Multinational Enterprises and Sustainable Development in Emerging Markets. , 2018, , 21-36.		5
100	Brand image perceptions across cultures: a study of symbolic and functional associations. <i>Advances in International Marketing</i> , 2009, , 177-191.	0.3	4
101	The Economies and Diseconomies of Industrial Clustering: Multinational Enterprises versus Uninational Enterprises. <i>Management International Review</i> , 2018, 58, 935-967.	2.1	4
102	The internationalization of SMEs: Building models for long-term development. <i>BRQ Business Research Quarterly</i> , 2020, 23, 88-90.	2.2	4
103	Managing International Market Entry Strategy: The Case of Retailing Firms. <i>Advances in International Marketing</i> , 0, , 193-215.	0.3	3
104	The impact of multinational enterprises on sustainable development and poverty reduction: Research framework. <i>International Business and Management</i> , 2017, , 13-39.	0.1	3
105	Chapter 3: The Impact of Inter-Firm Collaborations on SME Internationalisation. <i>International Business and Management</i> , 2018, , 41-62.	0.1	3
106	International Business Negotiations A Turn-Key Project. <i>Service Industries Journal</i> , 1986, 6, 74-89.	5.0	2
107	Multinational enterprises and their linkage effects on local socio-economic environments in emerging markets. <i>International Journal of Business Environment</i> , 2009, 2, 468.	0.2	2
108	The Impact of Foreign Direct Investment on Local Firms: Western Firms in Emerging Markets. <i>Research in Global Strategic Management</i> , 2011, , 379-405.	0.5	2

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109	The Unequal Influence of Structure and Strategy on European Manufacturing Firm Performance. <i>Progress in International Business Research</i> , 2012, , 257-277.	0.3	2
110	The Impact of Foreign Direct Investments (<scp>FDIs</scp>) from Market Economies to Centrally Planned Countries. <i>Thunderbird International Business Review</i> , 2016, 58, 299-303.	0.9	2
111	Relationship Games: Creating Competitive Advantage Through Cooperation. , 1999, , 59-84.		2
112	Managing Political Actors Through Network Partners: Market-Driving Multinationals in Emerging Markets. <i>International Business and Management</i> , 2012, , 133-153.	0.1	1
113	Institutional Forces and Firmsâ€™ Positioning in China and Brazil. <i>Advances in International Marketing</i> , 2015, , 239-266.	0.3	1
114	Knowledge transfer and organizational learning processes in international strategic alliances: the determinants, consequences, and moderators. , 2015, , .		1
115	Towards an Explanation of MNE FDI in the City of London Financial Services Cluster. , 2006, , 85-101.		1
116	Negotiating international industrial projects: MNCS versus emerging markets. <i>Advances in Business Marketing and Purchasing</i> , 0, , 187-201.	0.3	0
117	The impacts of institutional differences on learning in international strategic alliances. <i>Advances in International Marketing</i> , 2013, , 43-72.	0.3	0
118	Multinational Enterprises, Sustainable Development and Poverty Alleviation: Past, Present and Future. <i>International Business and Management</i> , 2017, , 225-235.	0.1	0
119	Data collection procedure equivalence in emerging economy market research. , 2017, , .		0
120	Knowledge Management and Growth Strategies: Evidence from Chinese Knowledge-Intensive New Ventures. , 2010, , 212-232.		0