

Saeed Samiee

List of Publications by Year in descending order

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Version: 2024-02-01

56
papers

5,129
citations

147801

31
h-index

149698

56
g-index

58
all docs

58
docs citations

58
times ranked

2334
citing authors

#	ARTICLE	IF	CITATIONS
1	Marketing strategy determinants of export performance: a meta-analysis. <i>Journal of Business Research</i> , 2002, 55, 51-67.	10.2	544
2	Customer Evaluation of Products in a Global Market. <i>Journal of International Business Studies</i> , 1994, 25, 579-604.	7.3	486
3	Strategy fit and performance consequences of international marketing standardization. <i>Strategic Management Journal</i> , 2006, 27, 867-890.	7.3	381
4	Brand origin recognition accuracy: its antecedents and consumers' cognitive limitations. <i>Journal of International Business Studies</i> , 2005, 36, 379-397.	7.3	359
5	The Influence of Global Marketing Standardization on Performance. <i>Journal of Marketing</i> , 1992, 56, 1-17.	11.3	278
6	The Influence of Global Marketing Standardization on Performance. <i>Journal of Marketing</i> , 1992, 56, 1.	11.3	276
7	Countries and their products: A cognitive structure perspective. <i>Journal of the Academy of Marketing Science</i> , 1993, 21, 323-330.	11.2	168
8	A bibliometric analysis of the global branding literature and a research agenda. <i>Journal of International Business Studies</i> , 2013, 44, 622-634.	7.3	165
9	Influence of firm size on export planning and performance. <i>Journal of Business Research</i> , 1990, 20, 235-248.	10.2	164
10	Knowledge structure in international marketing: a multi-method bibliometric analysis. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 364-386.	11.2	148
11	A Model for Assessing Performance in Small U.S. Exporting Firms. <i>Entrepreneurship Theory and Practice</i> , 1991, 15, 33-50.	10.2	141
12	Advancing the country image construct – A commentary essay. <i>Journal of Business Research</i> , 2010, 63, 442-445.	10.2	141
13	Cross-Cultural Research in Advertising: An Assessment of Methodologies. <i>Journal of the Academy of Marketing Science</i> , 1994, 22, 205-217.	11.2	135
14	Antecedents and Outcomes of Exporter-Importer Relationship Quality: Synthesis, Meta-Analysis, and Directions for Further Research. <i>Journal of International Marketing</i> , 2014, 22, 21-46.	4.4	129
15	Resolving the impasse regarding research on the origins of products and brands. <i>International Marketing Review</i> , 2011, 28, 473-485.	3.6	117
16	Exporting and the Internet: a conceptual perspective. <i>International Marketing Review</i> , 1998, 15, 413-426.	3.6	115
17	The influence of organic organizational cultures, market responsiveness, and product strategy on firm performance in an emerging market. <i>Journal of the Academy of Marketing Science</i> , 2014, 42, 49-70.	11.2	109
18	International Relationship Marketing: Intellectual Foundations and Avenues for Further Research. <i>Journal of International Marketing</i> , 2015, 23, 1-21.	4.4	81

#	ARTICLE	IF	CITATIONS
19	Retailing and channel considerations in developing countries: A review and research propositions. <i>Journal of Business Research</i> , 1993, 27, 103-129.	10.2	80
20	The internet and international marketing: Is there a fit?. <i>Journal of Interactive Marketing</i> , 1998, 12, 5-21.	6.2	80
21	Executive Insights: Marketing Strategy in Emerging Markets: The Case of China. <i>Journal of International Marketing</i> , 2003, 11, 97-106.	4.4	79
22	Relationships among Brand Identity, Brand Image and Brand Preference: Differences between Cyber and Extension Retail Brands over Time. <i>Journal of Interactive Marketing</i> , 2011, 25, 169-177.	6.2	78
23	Global marketing effectiveness via alliances and electronic commerce in business-to-business markets. <i>Industrial Marketing Management</i> , 2008, 37, 3-8.	6.7	69
24	Pricing in marketing strategies of U.S.- and foreign-based companies. <i>Journal of Business Research</i> , 1987, 15, 17-30.	10.2	65
25	Relationship marketing in an international context: a literature review. <i>International Business Review</i> , 2003, 12, 193-214.	4.8	65
26	Advertising standardization in multinational corporations. <i>Journal of Business Research</i> , 2003, 56, 613-626.	10.2	62
27	Segmenting corporate exporting activities: Sporadic versus regular exporters. <i>Journal of the Academy of Marketing Science</i> , 1991, 19, 93-104.	11.2	61
28	International Marketing Strategy in Emerging-Market Exporting Firms. <i>Journal of International Marketing</i> , 2019, 27, 20-37.	4.4	58
29	International Strategy Research. <i>Journal of Business Research</i> , 1998, 43, 79-96.	10.2	49
30	Currency Choice in Industrial Pricing: A Cross-National Evaluation. <i>Journal of Marketing</i> , 1998, 62, 112-127.	11.3	40
31	Supplier and customer exchange in international industrial markets: An integrative perspective. <i>Industrial Marketing Management</i> , 2006, 35, 589-599.	6.7	33
32	Determinants of structured export knowledge acquisition. <i>International Business Review</i> , 1999, 8, 373-397.	4.8	31
33	Assessing multifunctional innovation adoption via an integrative model. <i>Journal of the Academy of Marketing Science</i> , 2011, 39, 717-735.	11.2	31
34	A Comparison of Formative Versus Reflective Approaches for the Measurement of Electronic Service Quality. <i>Journal of Interactive Marketing</i> , 2019, 47, 53-67.	6.2	30
35	Knowledge structure in product- and brand origin-related research. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 947-968.	11.2	26
36	Rectifying Strategic Gaps in Export Management. <i>Journal of Global Marketing</i> , 1991, 4, 7-37.	3.4	25

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37	Currency Choice in Industrial Pricing: A Cross-National Evaluation. <i>Journal of Marketing</i> , 1998, 62, 112.	11.3	25
38	Nonprice antecedents of consumer preference for cyber and extension brands. <i>Journal of Interactive Marketing</i> , 2007, 21, 22-35.	6.2	19
39	Transnational Data Flow Constraints: A New Challenge for Multinational Corporations. <i>Journal of International Business Studies</i> , 1984, 15, 141-150.	7.3	18
40	Cross-national research and international business: An interdisciplinary path. <i>International Business Review</i> , 2017, 26, 89-101.	4.8	18
41	Strategic Considerations in European Retailing. <i>Journal of International Marketing</i> , 1995, 3, 49-76.	4.4	17
42	International market-entry mode decisions: Cultural distance's role in classifying partnerships versus sole ownership. <i>Journal of Business Research</i> , 2013, 66, 659-661.	10.2	16
43	International marketing and the internet: a research overview and the path forward. <i>International Marketing Review</i> , 2020, 37, 425-436.	3.6	16
44	Productivity Planning and Strategy in Retailing. <i>California Management Review</i> , 1990, 32, 54-76.	6.3	15
45	Barriers to Trade with Japan: A Socio-cultural Perspective. <i>European Journal of Marketing</i> , 1990, 24, 48-66.	2.9	14
46	The overarching role of international marketing: Relevance and centrality in research and practice. <i>Journal of International Business Studies</i> , 2021, 52, 1429-1444.	7.3	11
47	Models of consumer behavior: The state of the art. <i>Journal of the Academy of Marketing Science</i> , 1981, 9, 300-316.	11.2	10
48	Advertising and the Consumerism Movement in Europe: The Case of West Germany and Switzerland. <i>Journal of International Business Studies</i> , 1982, 13, 109-114.	7.3	9
49	Guest editorial International marketing in the Asia-Pacific region. <i>International Marketing Review</i> , 2004, 21, 243-246.	3.6	9
50	Customer-Oriented Invoicing in Exporting. <i>Industrial Marketing Management</i> , 2000, 29, 507-520.	6.7	8
51	Elements of marketing strategy: How important are they from the executive viewpoint?. <i>Journal of the Academy of Marketing Science</i> , 1980, 8, 40-50.	11.2	5
52	How auto workers look at productivity measures: Lessons from overseas. <i>Business Horizons</i> , 1982, 25, 85-91.	5.2	4
53	Intentional Cannibalization, Radical Innovation, and Performance: A Comparison of Chinese and Western Enterprises in China. <i>Journal of International Marketing</i> , 2020, 28, 40-58.	4.4	4
54	Managing disruptive external forces in international marketing. <i>International Marketing Review</i> , 2023, 40, 936-956.	3.6	3

#	ARTICLE	IF	CITATIONS
55	International Business Training Programs in U.S. Firms:. Journal of Teaching in International Business, 1994, 5, 1-16.	0.5	1
56	Homage to a marketing scholar: Robert D. W. Bartels, 1913â€“1989 professor emeritus the Ohio State University. Journal of the Academy of Marketing Science, 1990, 18, 245-247.	11.2	0