

# John Hadjimarcou

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7181681/publications.pdf>

Version: 2024-02-01

8  
papers

160  
citations

1937685  
4  
h-index

1588992  
8  
g-index

8  
all docs

8  
docs citations

8  
times ranked

126  
citing authors

#	ARTICLE	IF	CITATIONS
1	Executive Insights: Building Successful Export Business Relationships: A Behavioral Perspective. Journal of International Marketing, 2002, 10, 96-115.	4.4	106
2	Betrayal in buyer-seller relationships: Exploring its causes, symptoms, forms, effects, and therapies. Psychology and Marketing, 2018, 35, 341-356.	8.2	24
3	USER-GENERATED CONTENT AS WORD-OF-MOUTH. Journal of Marketing Theory and Practice, 2018, 26, 90-98.	4.3	13
4	The first turnaround response of family firms in a crisis situation. Journal of Family Business Strategy, 2022, 13, 100434.	5.7	9
5	Functional and Social Value of Chinese Brands. Journal of Global Marketing, 2019, 32, 200-215.	3.4	5
6	Assessing the Role of the Customer in Dyadic Service Encounters. Journal of Relationship Marketing, 1998, 5, 1-22.	0.1	1
7	An Investigation of the Perceptions of Business Students Regarding Non-Traditional Business Education Formats. Journal of Marketing for Higher Education, 2000, 9, 59-81.	3.2	1
8	Unveiling the infidelity problem in exclusive manufacturer-distributor relationships: A dyadic perspective. Psychology and Marketing, 2021, 38, 2122-2141.	8.2	1