

Leonidas C Leonidou

List of Publications by Year in descending order

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93
papers

9,356
citations

47006

47
h-index

48315

88
g-index

96
all docs

96
docs citations

96
times ranked

4371
citing authors

#	ARTICLE	IF	CITATIONS
1	The Export Development Process: An Integrative Review of Empirical Models. <i>Journal of International Business Studies</i> , 1996, 27, 517-551.	7.3	674
2	Firm-Level Export Performance Assessment: Review, Evaluation, and Development. <i>Journal of the Academy of Marketing Science</i> , 2000, 28, 493-511.	11.2	591
3	Marketing strategy determinants of export performance: a meta-analysis. <i>Journal of Business Research</i> , 2002, 55, 51-67.	10.2	544
4	An Analysis of the Barriers Hindering Small Business Export Development. <i>Journal of Small Business Management</i> , 2004, 42, 279-302.	4.8	444
5	Assessing Performance Outcomes in Marketing. <i>Journal of Marketing</i> , 2016, 80, 1-20.	11.3	368
6	Identifying Managerial Influences on Exporting: Past Research and Future Directions. <i>Journal of International Marketing</i> , 1998, 6, 74-102.	4.4	322
7	Standardization versus adaptation of international marketing strategy: an integrative assessment of the empirical research. <i>International Business Review</i> , 2003, 12, 141-171.	4.8	322
8	Resources and capabilities as drivers of hotel environmental marketing strategy: Implications for competitive advantage and performance. <i>Tourism Management</i> , 2013, 35, 94-110.	9.8	295
9	Empirical Research on Export Barriers: Review, Assessment, and Synthesis. <i>Journal of International Marketing</i> , 1995, 3, 29-43.	4.4	277
10	Antecedents and outcomes of consumer environmentally friendly attitudes and behaviour. <i>Journal of Marketing Management</i> , 2010, 26, 1319-1344.	2.3	266
11	An analytical review of the factors stimulating smaller firms to export. <i>International Marketing Review</i> , 2007, 24, 735-770.	3.6	242
12	Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 51-70.	11.2	240
13	Research into environmental marketing/management: a bibliographic analysis. <i>European Journal of Marketing</i> , 2011, 45, 68-103.	2.9	233
14	Internal Drivers and Performance Consequences of Small Firm Green Business Strategy: The Moderating Role of External Forces. <i>Journal of Business Ethics</i> , 2017, 140, 585-606.	6.0	226
15	Five decades of business research into exporting: A bibliographic analysis. <i>Journal of International Management</i> , 2010, 16, 78-91.	4.2	196
16	Export barriers: non-exporters' perceptions. <i>International Marketing Review</i> , 1995, 12, 4-25.	3.6	187
17	Evaluating the green advertising practices of international firms: a trend analysis. <i>International Marketing Review</i> , 2011, 28, 6-33.	3.6	187
18	National Export-Promotion Programs as Drivers of Organizational Resources and Capabilities: Effects on Strategy, Competitive Advantage, and Performance. <i>Journal of International Marketing</i> , 2011, 19, 1-29.	4.4	180

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19	Exporterâ€“importer relationship quality: The inhibiting role of uncertainty, distance, and conflict. <i>Industrial Marketing Management</i> , 2006, 35, 576-588.	6.7	159
20	Exercised power as a driver of trust and commitment in cross-border industrial buyerâ€“seller relationships. <i>Industrial Marketing Management</i> , 2008, 37, 92-103.	6.7	157
21	Antecedents and Outcomes of Exporterâ€“Importer Relationship Quality: Synthesis, Meta-Analysis, and Directions for Further Research. <i>Journal of International Marketing</i> , 2014, 22, 21-46.	4.4	129
22	Export stimulation research: Review, evaluation and integration. <i>International Business Review</i> , 1995, 4, 133-156.	4.8	128
23	Barriers to export management. <i>Journal of International Management</i> , 2000, 6, 121-148.	4.2	111
24	Environmentally friendly export business strategy: Its determinants and effects on competitive advantage and performance. <i>International Business Review</i> , 2015, 24, 798-811.	4.8	111
25	Behavioural aspects of international buyerâ€“seller relationships: their association with export involvement. <i>International Marketing Review</i> , 1998, 15, 373-397.	3.6	107
26	Executive Insights: Building Successful Export Business Relationships: A Behavioral Perspective. <i>Journal of International Marketing</i> , 2002, 10, 96-115.	4.4	106
27	Interpersonal Factors as Drivers of Quality and Performance in Westernâ€“Hong Kong Interorganizational Business Relationships. <i>Journal of International Marketing</i> , 2015, 23, 23-49.	4.4	105
28	Dynamic capabilities driving an eco-based advantage and performance in global hotel chains: The moderating effect of international strategy. <i>Tourism Management</i> , 2015, 50, 268-280.	9.8	102
29	Integrative assessment of exporting research articles in business journals during the period 1960â€“2007. <i>Journal of Business Research</i> , 2010, 63, 879-887.	10.2	93
30	The export marketing information system: an integration of the extant knowledge. <i>Journal of World Business</i> , 2004, 39, 12-36.	7.7	92
31	Opportunism as the Inhibiting Trigger for Developing Long-Term-Oriented Western Exporterâ€“Hong Kong Importer Relationships. <i>Journal of International Marketing</i> , 2010, 18, 35-63.	4.4	91
32	Revisiting international marketing strategy in a digital era. <i>International Marketing Review</i> , 2019, 37, 405-424.	3.6	90
33	Drivers and outcomes of importer adaptation in international buyerâ€“seller relationships. <i>Journal of World Business</i> , 2011, 46, 527-543.	7.7	85
34	Business Unethicality as an Impediment to Consumer Trust: The Moderating Role of Demographic and Cultural Characteristics. <i>Journal of Business Ethics</i> , 2013, 112, 397-415.	6.0	81
35	Drivers and Outcomes of Green Tourist Attitudes and Behavior: Sociodemographic Moderating Effects. <i>Psychology and Marketing</i> , 2015, 32, 635-650.	8.2	78
36	Corporate social responsibility in international marketing: review, assessment, and future research. <i>International Marketing Review</i> , 2016, 33, 580-624.	3.6	71

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37	British consumers' evaluations of US versus Chinese goods. <i>European Journal of Marketing</i> , 2007, 41, 786-820.	2.9	70
38	An integrated model of the behavioural dimensions of industrial buyer-seller relationships. <i>European Journal of Marketing</i> , 2006, 40, 145-173.	2.9	68
39	Researching the Green Practices of Smaller Service Firms: A Theoretical, Methodological, and Empirical Assessment. <i>Journal of Small Business Management</i> , 2015, 53, 1264-1288.	4.8	66
40	External Determinants and Financial Outcomes of an Eco-friendly Orientation in Smaller Manufacturing Firms. <i>Journal of Small Business Management</i> , 2016, 54, 5-25.	4.8	64
41	Domestic institutional attributes as drivers of export performance in an emerging and transition economy. <i>Journal of Business Research</i> , 2016, 69, 2911-2922.	10.2	62
42	Antecedents and Consequences of an Eco-Friendly Export Marketing Strategy: The Moderating Role of Foreign Public Concern and Competitive Intensity. <i>Journal of International Marketing</i> , 2013, 21, 22-46.	4.4	61
43	Export market expansion strategy: Differences between market concentration and market spreading. <i>Journal of Marketing Management</i> , 1996, 12, 113-134.	2.3	58
44	Bulgarian consumers's perceptions of products made in Asia Pacific. <i>International Marketing Review</i> , 1999, 16, 126-142.	3.6	56
45	Overcoming the limits of exporting research using the relational paradigm. <i>International Marketing Review</i> , 2003, 20, 129-141.	3.6	56
46	Assessing the contribution of leading mainstream marketing journals to the international marketing discipline. <i>International Marketing Review</i> , 2010, 27, 491-518.	3.6	54
47	Exploring Import Stimulation Behavior: The Case of Cypriot Importers. <i>International Journal of Purchasing and Materials Management</i> , 1998, 34, 37-49.	0.9	53
48	Factors Stimulating Export Business: An Empirical Investigation. <i>Journal of Applied Business Research</i> , 2011, 14, 43.	0.3	49
49	Rational Versus Emotional Appeals in Newspaper Advertising: Copy, Art, and Layout Differences. <i>Journal of Promotion Management</i> , 2009, 15, 522-546.	3.4	45
50	Behavioural Aspects of the Exporter-Importer Relationship: The Case of Cypriot Exporters and British Importers. <i>European Journal of Marketing</i> , 1989, 23, 17-33.	2.9	43
51	Export stimulation. <i>European Journal of Marketing</i> , 1995, 29, 17-36.	2.9	43
52	Cultural drivers and trust outcomes of consumer perceptions of organizational unethical marketing behavior. <i>European Journal of Marketing</i> , 2013, 47, 525-556.	2.9	42
53	Being Innovative While Being Green: An Experimental Inquiry into How Consumers Respond to Eco-Innovative Product Designs. <i>Journal of Product Innovation Management</i> , 2019, 36, 824-847.	9.5	41
54	Value differences as determinants of importers's perceptions of exporters's unethical behavior: The impact on relationship quality and performance. <i>International Business Review</i> , 2013, 22, 156-173.	4.8	40

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55	Assessing the greenness of environmental advertising claims made by multinational industrial firms. <i>Industrial Marketing Management</i> , 2014, 43, 671-684.	6.7	39
56	Exporter-importer business relationships: Past empirical research and future directions. <i>International Business Review</i> , 2018, 27, 1007-1021.	4.8	35
57	Export information sources: the role of organizational and internationalization influences. <i>Journal of Strategic Marketing</i> , 1997, 5, 65-87.	5.5	34
58	Betrayal in international buyer-seller relationships: Its drivers and performance implications. <i>Journal of World Business</i> , 2017, 52, 28-44.	7.7	33
59	Barriers to international purchasing: the relevance of firm characteristics. <i>International Business Review</i> , 1999, 8, 487-512.	4.8	31
60	Industrial manufacturerâ€™customer relationships: The discriminating role of the buying situation. <i>Industrial Marketing Management</i> , 2004, 33, 731-742.	6.7	28
61	Personality Traits, Consumer Animosity, and Foreign Product Avoidance: The Moderating Role of Individual Cultural Characteristics. <i>Journal of International Marketing</i> , 2019, 27, 76-96.	4.4	27
62	Industrial buyersâ€™ influence strategies: buying situation differences. <i>Journal of Business and Industrial Marketing</i> , 2005, 20, 33-42.	3.0	26
63	Research on the Import Activities of Firms 1960â€™2010. <i>Management International Review</i> , 2013, 53, 215-250.	3.3	26
64	Product standardization or adaptation: the Japanese approach. <i>Marketing Intelligence Planning</i> , 1996, 2, 53-71.	0.2	25
65	Finding the right information mix for the export manager. <i>Long Range Planning</i> , 1997, 30, 479-584.	4.9	24
66	Betrayal in buyerâ€™seller relationships: Exploring its causes, symptoms, forms, effects, and therapies. <i>Psychology and Marketing</i> , 2018, 35, 341-356.	8.2	24
67	Antecedents and Consequences of Infidelity in Cross-Border Business Relationships. <i>Journal of International Marketing</i> , 2017, 25, 46-71.	4.4	21
68	Factors affecting the decision to purchase from third world manufacturers: The British experience. <i>European Management Journal</i> , 1988, 6, 262-268.	5.1	20
69	International Supplier Selection:. <i>Journal of Global Marketing</i> , 1996, 9, 23-45.	3.4	20
70	Fifteen Good Years. <i>Management International Review</i> , 2009, 49, 671-684.	3.3	20
71	International Marketing Research: A State-of-the-Art Review and the Way Forward. , 2018, , 3-33.		20
72	Applying the reduce, reuse, and recycle principle in the hospitality sector: Its antecedents and performance implications. <i>Business Strategy and the Environment</i> , 2021, 30, 3394-3410.	14.3	20

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73	The Exporterâ€™Importer Dyadâ€™An Investigation. <i>Journal of Managerial Psychology</i> , 1989, 4, 17-23.	2.2	19
74	The Role of Foreign Customer Influences in Building Relationships with US Exporting SMEs. <i>Long Range Planning</i> , 2003, 36, 227-252.	4.9	18
75	The power roots and drivers of infidelity in international business relationships. <i>Industrial Marketing Management</i> , 2019, 78, 198-212.	6.7	17
76	The Role of Exportersâ€™ Emotional Intelligence in Building Foreign Customer Relationships. <i>Journal of International Marketing</i> , 2019, 27, 58-80.	4.4	15
77	The Saudi distribution system. <i>Marketing Intelligence and Planning</i> , 1995, 13, 27-35.	3.5	14
78	Setting the Theoretical Foundations of Importing Research: Past Evaluation and Future Perspectives. <i>Journal of International Marketing</i> , 2012, 20, 1-24.	4.4	14
79	The International Marketing Environment. <i>Journal of Teaching in International Business</i> , 2007, 18, 101-131.	0.5	12
80	Betrayal intention in exporter-importer working relationships: Drivers, outcomes, and moderating effects. <i>International Business Review</i> , 2018, 27, 246-258.	4.8	12
81	Marketing in the Gulf States. <i>Management Decision</i> , 1991, 29, .	3.9	8
82	An analysis of U.S. small and medium-sized manufacturers' international business relationships. <i>Thunderbird International Business Review</i> , 2004, 46, 545-573.	1.8	7
83	Integrating fair trade with circular economy: Personality traits, consumer engagement, and ethically-minded behavior. <i>Journal of Business Research</i> , 2022, 144, 1087-1102.	10.2	7
84	An Integrated Framework of Newspaper Advertising: A Longitudinal Analysis. <i>Journal of Marketing Management</i> , 2006, 22, 759-797.	2.3	6
85	Enhancing International Buyer-Seller Relationship Quality and Long-Term Orientation Using Emotional Intelligence: The Moderating Role of Foreign Culture. <i>Management International Review</i> , 2021, 61, 365-402.	3.3	6
86	Research into Exporting: Theoretical, Methodological, and Empirical Insights. , 0, , 165-182.		5
87	Born Global or Simply Rapidly Internationalizing? Review, Critique, and Future Prospects. , 2012, , .		5
88	Relevance and Rigor in International Marketing Research: Developments in Product and Brand Origin Line of Inquiry. , 2011, , .		5
89	Exploring the Consumer in Former Soviet Republics:. <i>Journal of East-West Business</i> , 1996, 2, 79-101.	0.7	3
90	Socially responsible international business: review, synthesis, and directions. , 2019, , .		1

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91	Unveiling the infidelity problem in exclusive manufacturer–distributor relationships: A dyadic perspective. <i>Psychology and Marketing</i> , 2021, 38, 2122-2141.	8.2	1
92	Being creative under the Covid-19 pandemic crisis: the role of ineffective inter-organizational relationship management. <i>International Marketing Review</i> , 2023, 40, 981-1011.	3.6	1
93	Marketing Research in the Gulf States: A Practical Appraisal. <i>International Journal of Market Research</i> , 1995, 37, 1-12.	0.6	0