

Leonidas C Leonidou

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

94 papers	6,978 citations	43 h-index	83 g-index
96 ext. papers	7,925 ext. citations	5 avg, IF	6.43 L-index

#	Paper	IF	Citations
94	The Export Development Process: An Integrative Review of Empirical Models. <i>Journal of International Business Studies</i> , 1996 , 27, 517-551	8.5	551
93	Firm-level export performance assessment: Review, evaluation, and development. <i>Journal of the Academy of Marketing Science</i> , 2000 , 28, 493-511	12.4	438
92	Marketing strategy determinants of export performance: a meta-analysis. <i>Journal of Business Research</i> , 2002 , 55, 51-67	8.7	430
91	An Analysis of the Barriers Hindering Small Business Export Development. <i>Journal of Small Business Management</i> , 2004 , 42, 279-302	3	300
90	Identifying Managerial Influences on Exporting: Past Research and Future Directions. <i>Journal of International Marketing</i> , 1998 , 6, 74-102	3.9	272
89	Assessing Performance Outcomes in Marketing. <i>Journal of Marketing</i> , 2016 , 80, 1-20	11	269
88	Standardization versus adaptation of international marketing strategy: an integrative assessment of the empirical research. <i>International Business Review</i> , 2003 , 12, 141-171	6.2	253
87	Empirical Research on Export Barriers: Review, Assessment, and Synthesis. <i>Journal of International Marketing</i> , 1995 , 3, 29-43	3.9	220
86	Resources and capabilities as drivers of hotel environmental marketing strategy: Implications for competitive advantage and performance. <i>Tourism Management</i> , 2013 , 35, 94-110	10.8	211
85	Research into environmental marketing/management: a bibliographic analysis. <i>European Journal of Marketing</i> , 2011 , 45, 68-103	4.4	197
84	An analytical review of the factors stimulating smaller firms to export. <i>International Marketing Review</i> , 2007 , 24, 735-770	4.4	192
83	Antecedents and outcomes of consumer environmentally friendly attitudes and behaviour. <i>Journal of Marketing Management</i> , 2010 , 26, 1319-1344	3.2	189
82	Five decades of business research into exporting: A bibliographic analysis. <i>Journal of International Management</i> , 2010 , 16, 78-91	4.4	149
81	Export barriers: non-exporters? perceptions. <i>International Marketing Review</i> , 1995 , 12, 4-25	4.4	148
80	Exporter/Importer relationship quality: The inhibiting role of uncertainty, distance, and conflict. <i>Industrial Marketing Management</i> , 2006 , 35, 576-588	6.9	138
79	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	3.9	132
78	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	4.3	130

77	Exercised power as a driver of trust and commitment in cross-border industrial buyer-seller relationships. <i>Industrial Marketing Management</i> , 2008 , 37, 92-103	6.9	126
76	Evaluating the green advertising practices of international firms: a trend analysis. <i>International Marketing Review</i> , 2011 , 28, 6-33	4.4	123
75	Export stimulation research: Review, evaluation and integration. <i>International Business Review</i> , 1995 , 4, 133-156	6.2	112
74	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	3.9	104
73	Behavioural aspects of international buyer-seller relationships: their association with export involvement. <i>International Marketing Review</i> , 1998 , 15, 373-397	4.4	92
72	Executive Insights: Building Successful Export Business Relationships: A Behavioral Perspective. <i>Journal of International Marketing</i> , 2002 , 10, 96-115	3.9	88
71	Barriers to export management. <i>Journal of International Management</i> , 2000 , 6, 121-148	4.4	88
70	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	10.8	78
69	Interpersonal Factors as Drivers of Quality and Performance in Western-Hong Kong Interorganizational Business Relationships. <i>Journal of International Marketing</i> , 2015 , 23, 23-49	3.9	76
68	Integrative assessment of exporting research articles in business journals during the period 1960-2007. <i>Journal of Business Research</i> , 2010 , 63, 879-887	8.7	76
67	Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. <i>Journal of the Academy of Marketing Science</i> , 2021 , 49, 51-70	12.4	76
66	Opportunism as the Inhibiting Trigger for Developing Long-Term-Oriented Western Exporter-Hong Kong Importer Relationships. <i>Journal of International Marketing</i> , 2010 , 18, 35-63	3.9	75
65	The export marketing information system: an integration of the extant knowledge. <i>Journal of World Business</i> , 2004 , 39, 12-36	6.1	70
64	Drivers and outcomes of importer adaptation in international buyer-seller relationships. <i>Journal of World Business</i> , 2011 , 46, 527-543	6.1	65
63	Environmentally friendly export business strategy: Its determinants and effects on competitive advantage and performance. <i>International Business Review</i> , 2015 , 24, 798-811	6.2	64
62	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	4.3	57
61	Drivers and Outcomes of Green Tourist Attitudes and Behavior: Sociodemographic Moderating Effects. <i>Psychology and Marketing</i> , 2015 , 32, 635-650	3.9	56
60	Corporate social responsibility in international marketing: review, assessment, and future research. <i>International Marketing Review</i> , 2016 , 33, 580-624	4.4	56

59	An integrated model of the behavioural dimensions of industrial buyer-seller relationships. <i>European Journal of Marketing</i> , 2006 , 40, 145-173	4.4	54
58	British consumers' evaluations of US versus Chinese goods. <i>European Journal of Marketing</i> , 2007 , 41, 786-820	4.4	54
57	Export market expansion strategy: Differences between market concentration and market spreading. <i>Journal of Marketing Management</i> , 1996 , 12, 113-134	3.2	54
56	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	3	50
55	Assessing the contribution of leading mainstream marketing journals to the international marketing discipline. <i>International Marketing Review</i> , 2010 , 27, 491-518	4.4	49
54	Exploring Import Stimulation Behavior: The Case of Cypriot Importers. <i>International Journal of Purchasing and Materials Management</i> , 1998 , 34, 37-49		49
53	Bulgarian consumers' perceptions of products made in Asia Pacific. <i>International Marketing Review</i> , 1999 , 16, 126-142	4.4	45
52	Overcoming the limits of exporting research using the relational paradigm. <i>International Marketing Review</i> , 2003 , 20, 129-141	4.4	44
51	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	3	43
50	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	3.9	42
49	Rational Versus Emotional Appeals in Newspaper Advertising: Copy, Art, and Layout Differences. <i>Journal of Promotion Management</i> , 2009 , 15, 522-546	2.3	38
48	Domestic institutional attributes as drivers of export performance in an emerging and transition economy. <i>Journal of Business Research</i> , 2016 , 69, 2911-2922	8.7	37
47	Factors Stimulating Export Business: An Empirical Investigation. <i>Journal of Applied Business Research</i> , 2011 , 14, 43	0.7	36
46	Revisiting international marketing strategy in a digital era. <i>International Marketing Review</i> , 2019 , 37, 405-424	4.4	36
45	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	4.4	35
44	Export stimulation. <i>European Journal of Marketing</i> , 1995 , 29, 17-36	4.4	34
43	Cultural drivers and trust outcomes of consumer perceptions of organizational unethical marketing behavior. <i>European Journal of Marketing</i> , 2013 , 47, 525-556	4.4	33
42	Export information sources: the role of organizational and internationalization influences. <i>Journal of Strategic Marketing</i> , 1997 , 5, 65-87	2.7	31

41	Barriers to international purchasing: the relevance of firm characteristics. <i>International Business Review</i> , 1999 , 8, 487-512	6.2	31
40	Value differences as determinants of importers' perceptions of exporters' unethical behavior: The impact on relationship quality and performance. <i>International Business Review</i> , 2013 , 22, 156-173	6.2	30
39	Assessing the greenness of environmental advertising claims made by multinational industrial firms. <i>Industrial Marketing Management</i> , 2014 , 43, 671-684	6.9	27
38	Research on the Import Activities of Firms 1960-2010. <i>Management International Review</i> , 2013 , 53, 215-250	5.0	25
37	Industrial manufacturer-customer relationships: The discriminating role of the buying situation. <i>Industrial Marketing Management</i> , 2004 , 33, 731-742	6.9	25
36	Industrial buyers' influence strategies: buying situation differences. <i>Journal of Business and Industrial Marketing</i> , 2005 , 20, 33-42	3	20
35	Product standardization or adaptation: the Japanese approach. <i>Marketing Intelligence Planning</i> , 1996 , 2, 53-71		19
34	Betrayal in international buyer-seller relationships: Its drivers and performance implications. <i>Journal of World Business</i> , 2017 , 52, 28-44	6.1	18
33	Exporter-importer business relationships: Past empirical research and future directions. <i>International Business Review</i> , 2018 , 27, 1007-1021	6.2	17
32	Finding the right information mix for the export manager. <i>Long Range Planning</i> , 1997 , 30, 479-584	5.7	17
31	The Exporter-Importer Dyad-An Investigation. <i>Journal of Managerial Psychology</i> , 1989 , 4, 17-23	3.3	17
30	Factors affecting the decision to purchase from third world manufacturers: The British experience. <i>European Management Journal</i> , 1988 , 6, 262-268	4.8	17
29	International Supplier Selection:. <i>Journal of Global Marketing</i> , 1996 , 9, 23-45	2.4	16
28	Betrayal in buyer-seller relationships: Exploring its causes, symptoms, forms, effects, and therapies. <i>Psychology and Marketing</i> , 2018 , 35, 341-356	3.9	15
27	Fifteen Good Years. <i>Management International Review</i> , 2009 , 49, 671-684	3.2	15
26	The Role of Foreign Customer Influences in Building Relationships with US Exporting SMEs. <i>Long Range Planning</i> , 2003 , 36, 227-252	5.7	15
25	International Marketing Research: A State-of-the-Art Review and the Way Forward 2018 , 3-33		14
24	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	7.1	14

23	Antecedents and Consequences of Infidelity in Cross-Border Business Relationships. <i>Journal of International Marketing</i> , 2017 , 25, 46-71	3.9	14
22	The Saudi distribution system. <i>Marketing Intelligence and Planning</i> , 1995 , 13, 27-35	3.2	14
21	Setting the Theoretical Foundations of Importing Research: Past Evaluation and Future Perspectives. <i>Journal of International Marketing</i> , 2012 , 20, 1-24	3.9	12
20	The International Marketing Environment. <i>Journal of Teaching in International Business</i> , 2007 , 18, 101-131	3.9	10
19	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	3.9	9
18	The power roots and drivers of infidelity in international business relationships. <i>Industrial Marketing Management</i> , 2019 , 78, 198-212	6.9	9
17	The Role of Exporters' Emotional Intelligence in Building Foreign Customer Relationships. <i>Journal of International Marketing</i> , 2019 , 27, 58-80	3.9	8
16	Betrayal intention in exporter-importer working relationships: Drivers, outcomes, and moderating effects. <i>International Business Review</i> , 2018 , 27, 246-258	6.2	8
15	Marketing in the Gulf States. <i>Management Decision</i> , 1991 , 29,	4.4	7
14	An Integrated Framework of Newspaper Advertising: A Longitudinal Analysis. <i>Journal of Marketing Management</i> , 2006 , 22, 759-797	3.2	6
13	An analysis of U.S. small and medium-sized manufacturers' international business relationships. <i>Thunderbird International Business Review</i> , 2004 , 46, 545-573	1.9	6
12	Research into Exporting: Theoretical, Methodological, and Empirical Insights		5
11	Relevance and Rigor in International Marketing Research: Developments in Product and Brand Origin Line of Inquiry		4
10	Exploring the Consumer in Former Soviet Republics:. <i>Journal of East-West Business</i> , 1996 , 2, 79-101	1	3
9	Exploring the theoretical foundations of the exporter-importer relationship research		2
8	Born Global or Simply Rapidly Internationalizing? Review, Critique, and Future Prospects		2
7	Strategic Export Marketing [Achieving Success in a Harsh Environment 2010 ,		1
6	Applying the reduce, reuse, and recycle principle in the hospitality sector: Its antecedents and performance implications. <i>Business Strategy and the Environment</i> ,	8.6	1

5	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	3.2	1
4	Socially responsible international business: review, synthesis, and directions 2019 , 6-28		1
3	Integrating fair trade with circular economy: Personality traits, consumer engagement, and ethically-minded behavior. <i>Journal of Business Research</i> , 2022 , 144, 1087-1102	8.7	1
2	Marketing Research in the Gulf States: A Practical Appraisal. <i>International Journal of Market Research</i> , 1995 , 37, 1-12		
1	Unveiling the infidelity problem in exclusive manufacturer–distributor relationships: A dyadic perspective. <i>Psychology and Marketing</i> , 2021 , 38, 2122	3.9	