

K G Magnus Hultman

List of Publications by Year in descending order

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Version: 2024-02-01

36
papers

1,914
citations

331670

21
h-index

345221

36
g-index

36
all docs

36
docs citations

36
times ranked

1554
citing authors

#	ARTICLE	IF	CITATIONS
1	Intention to visit and willingness to pay premium for ecotourism: The impact of attitude, materialism, and motivation. <i>Journal of Business Research</i> , 2015, 68, 1854-1861.	10.2	188
2	Evaluating the green advertising practices of international firms: a trend analysis. <i>International Marketing Review</i> , 2011, 28, 6-33.	3.6	187
3	Achieving tourist loyalty through destination personality, satisfaction, and identification. <i>Journal of Business Research</i> , 2015, 68, 2227-2231.	10.2	187
4	Export Product Strategy Fit and Performance: An Empirical Investigation. <i>Journal of International Marketing</i> , 2009, 17, 1-23.	4.4	172
5	Export Promotion Strategy and Performance: The Role of International Experience. <i>Journal of International Marketing</i> , 2011, 19, 17-39.	4.4	145
6	What I say about myself: Communication of brand personality by African countries. <i>Tourism Management</i> , 2007, 28, 835-844.	9.8	128
7	The effect of entrepreneurial orientation on new venture performance: Contingency roles of entrepreneurial actions. <i>Journal of Business Research</i> , 2020, 118, 150-161.	10.2	85
8	Does financial resource slack drive sustainability expenditure in developing economy small and medium-sized enterprises?. <i>Journal of Business Research</i> , 2017, 80, 247-256.	10.2	71
9	How does brand loyalty interact with tourism destination? Exploring the effect of brand loyalty on place attachment. <i>Annals of Tourism Research</i> , 2020, 81, 102879.	6.4	61
10	Salesperson improvisation: Antecedents, performance outcomes, and boundary conditions. <i>Industrial Marketing Management</i> , 2016, 59, 120-130.	6.7	60
11	Big data analytics capability and market performance: The roles of disruptive business models and competitive intensity. <i>Journal of Business Research</i> , 2022, 139, 1218-1230.	10.2	52
12	Positioning in Market Space: The Evaluation of Swedish Universities' Online Brand Personalities. <i>Journal of Marketing for Higher Education</i> , 2008, 18, 124-144.	3.2	48
13	International entrepreneurial orientation and regional expansion. <i>Entrepreneurship and Regional Development</i> , 2017, 29, 4-26.	3.3	42
14	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.	4.8	40
15	Supply chain integration and firm performance: an empirical study of Swedish manufacturing firms. <i>Competitiveness Review</i> , 2014, 24, 20-31.	2.6	40
16	Electronic supply chain management applications by Swedish SMEs. <i>Enterprise Information Systems</i> , 2007, 1, 255-268.	4.7	37
17	Antecedents of Technology-Based Self-Service Acceptance: A Proposed Model. <i>Services Marketing Quarterly</i> , 2012, 33, 195-210.	1.1	36
18	Why pay more for sustainable services? The case of ecotourism. <i>Journal of Business Research</i> , 2016, 69, 4992-4997.	10.2	35

#	ARTICLE	IF	CITATIONS
19	Places in good graces: The role of emotional connections to a place on word-of-mouth. <i>Journal of Business Research</i> , 2020, 119, 444-452.	10.2	29
20	Motivation Recipes for Brand-Related Social Media Use: A Boolean's QCA Approach. <i>Psychology and Marketing</i> , 2016, 33, 1062-1070.	8.2	27
21	Strategic use of enterprise systems among service firms: Antecedents and consequences. <i>Journal of Business Research</i> , 2015, 68, 1544-1549.	10.2	25
22	Demand- and supply-side perspectives of city branding: A qualitative investigation. <i>Journal of Business Research</i> , 2016, 69, 5153-5157.	10.2	25
23	The role of destination personality fit in destination branding: Antecedents and outcomes. <i>Psychology and Marketing</i> , 2017, 34, 1073-1083.	8.2	20
24	Marketing and supply chain coordination and intelligence quality: A product innovation performance perspective. <i>Journal of Business Research</i> , 2019, 101, 597-606.	10.2	19
25	Private label competition: the perspective of Swedish branded goods manufacturers. <i>Management Research Review</i> , 2008, 31, 125-141.	0.7	18
26	Do Export Learning Processes Affect Sales Growth in Exporting Activities?. <i>Journal of International Marketing</i> , 2019, 27, 1-25.	4.4	18
27	Quadratic effects of dynamic decision-making capability on innovation orientation and performance: Evidence from Chinese exporters. <i>Industrial Marketing Management</i> , 2019, 83, 59-69.	6.7	18
28	Branding the hotel industry: The effect of step-up versus step-down brand extensions. <i>Journal of Business Research</i> , 2021, 124, 560-570.	10.2	17
29	The Information Paradox in Internationalization: Can ignorance ever be bliss? Evidence from emerging market SME managers. <i>Journal of Business Research</i> , 2021, 131, 268-277.	10.2	15
30	Drivers and outcomes of political candidate image creation: The role of social media marketing. <i>Psychology and Marketing</i> , 2019, 36, 1226-1236.	8.2	14
31	Global marketing in business-to-business contexts: Challenges, developments, and opportunities. <i>Industrial Marketing Management</i> , 2019, 78, 102-107.	6.7	13
32	Linking improvisational behavior to customer satisfaction: the relational dynamics. <i>Journal of Business and Industrial Marketing</i> , 2019, 34, 1183-1193.	3.0	12
33	The impact of brand communities on public and private brand loyalty: A field study in professional sports. <i>Journal of Business Research</i> , 2022, 144, 1077-1086.	10.2	11
34	Adoption of enterprise systems and radio frequency identification among service firms. <i>Service Industries Journal</i> , 2012, 32, 2435-2443.	8.3	10
35	The product life cycle revisited: an integrative review and research agenda. <i>European Journal of Marketing</i> , 2022, 56, 467-499.	2.9	5
36	How agency and self-efficacy moderate the effects of strategic improvisational behaviors on sales performance: Evidence from an emerging market. <i>European Management Review</i> , 2022, 19, 417-435.	3.7	4