

Constantinos N Leonidou

List of Publications by Year in descending order

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Version: 2024-02-01

33
papers

3,557
citations

279487

23
h-index

525886

27
g-index

35
all docs

35
docs citations

35
times ranked

2727
citing authors

#	ARTICLE	IF	CITATIONS
1	When consumers doubt, Watch out! The role of CSR skepticism. <i>Journal of Business Research</i> , 2013, 66, 1831-1838.	5.8	572
2	“Greening” the marketing mix: do firms do it and does it pay off?. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 151-170.	7.2	325
3	Resources and capabilities as drivers of hotel environmental marketing strategy: Implications for competitive advantage and performance. <i>Tourism Management</i> , 2013, 35, 94-110.	5.8	295
4	Antecedents and outcomes of consumer environmentally friendly attitudes and behaviour. <i>Journal of Marketing Management</i> , 2010, 26, 1319-1344.	1.2	266
5	Gray Shades of Green: Causes and Consequences of Green Skepticism. <i>Journal of Business Ethics</i> , 2017, 144, 401-415.	3.7	255
6	Research into environmental marketing/management: a bibliographic analysis. <i>European Journal of Marketing</i> , 2011, 45, 68-103.	1.7	233
7	Examining the role of CSR skepticism using fuzzy-set qualitative comparative analysis. <i>Journal of Business Research</i> , 2014, 67, 1796-1805.	5.8	220
8	Evaluating the green advertising practices of international firms: a trend analysis. <i>International Marketing Review</i> , 2011, 28, 6-33.	2.2	187
9	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.	3.7	157
10	Eco-friendly product development strategy: antecedents, outcomes, and contingent effects. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 660-684.	7.2	109
11	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.	2.5	105
12	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.	5.8	102
13	Sustainable Export Marketing Strategy Fit and Performance. <i>Journal of International Marketing</i> , 2014, 22, 44-66.	2.5	96
14	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.	2.5	91
15	Drivers and outcomes of importer adaptation in international buyer-seller relationships. <i>Journal of World Business</i> , 2011, 46, 527-543.	4.6	85
16	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.	3.7	81
17	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.	5.8	71
18	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.	5.8	52

#	ARTICLE	IF	CITATIONS
19	Rational Versus Emotional Appeals in Newspaper Advertising: Copy, Art, and Layout Differences. <i>Journal of Promotion Management</i> , 2009, 15, 522-546.	2.4	45
20	Cultural drivers and trust outcomes of consumer perceptions of organizational unethical marketing behavior. <i>European Journal of Marketing</i> , 2013, 47, 525-556.	1.7	42
21	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.	2.6	40
22	Assessing the greenness of environmental advertising claims made by multinational industrial firms. <i>Industrial Marketing Management</i> , 2014, 43, 671-684.	3.7	39
23	Building Customer Loyalty in Intercultural Service Encounters: The Role of Service Employees' Cultural Intelligence. <i>Journal of International Marketing</i> , 2019, 27, 56-75.	2.5	33
24	Examining relationship value in cross-border business relationships: A comparison between correlational and configurational approaches. <i>Journal of Business Research</i> , 2018, 89, 280-286.	5.8	17
25	Pathways to Civic Engagement with Big Social Issues: An Integrated Approach. <i>Journal of Business Ethics</i> , 2020, 164, 261-285.	3.7	14
26	Global marketing in business-to-business contexts: Challenges, developments, and opportunities. <i>Industrial Marketing Management</i> , 2019, 78, 102-107.	3.7	13
27	An Integrated Framework of Newspaper Advertising: A Longitudinal Analysis. <i>Journal of Marketing Management</i> , 2006, 22, 759-797.	1.2	6
28	Ethics, Sustainability, and Culture: A Review and Directions for Research. , 2018, , 471-517.		3
29	Let's Be Friends: National Homophily in Multicultural Newcomer Student Networks. <i>Social Networking</i> , 2019, 08, 16-38.	0.3	2
30	Socially responsible international business: review, synthesis, and directions. , 2019, , .		1
31	An Analysis of the Environmental Claims Made in International Industrial Advertisements. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 123-123.	0.1	0
32	National Homophily in Multicultural Newcomer Networks. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2016, , 167-168.	0.1	0
33	THE ROLE OF RELATIONSHIP VALUE IN EXPORTER-IMPORTER RELATIONSHIPS: PLS-SEM AND FSQCA FINDINGS. , 2016, , .		0