

S Tamer Cavusgil

List of Publications by Year in descending order

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153
papers

19,293
citations

20817

60
h-index

11939

134
g-index

159
all docs

159
docs citations

159
times ranked

7984
citing authors

#	ARTICLE	IF	CITATIONS
1	Learning orientation, firm innovation capability, and firm performance. <i>Industrial Marketing Management</i> , 2002, 31, 515-524.	6.7	2,014
2	Marketing Strategy-Performance Relationship: An Investigation of the Empirical Link in Export Market Ventures. <i>Journal of Marketing</i> , 1994, 58, 1-21.	11.3	943
3	Marketing Strategy-Performance Relationship: An Investigation of the Empirical Link in Export Market Ventures. <i>Journal of Marketing</i> , 1994, 58, 1.	11.3	771
4	Toward a Typology of Commitment States among Managers of Born-Global Firms: A Study of Accelerated Internationalization. <i>Journal of International Marketing</i> , 2007, 15, 1-40.	4.4	679
5	The impact of information technology on supply chain capabilities and firm performance: A resource-based view. <i>Industrial Marketing Management</i> , 2006, 35, 493-504.	6.7	664
6	The born global firm: An entrepreneurial and capabilities perspective on early and rapid internationalization. <i>Journal of International Business Studies</i> , 2015, 46, 3-16.	7.3	645
7	Tacit knowledge transfer and firm innovation capability. <i>Journal of Business and Industrial Marketing</i> , 2003, 18, 6-21.	3.0	573
8	The GMS: A Broad Conceptualization of Global Marketing Strategy and Its Effect on Firm Performance. <i>Journal of Marketing</i> , 2002, 66, 40-56.	11.3	540
9	Differences among exporting firms based on their degree of internationalization. <i>Journal of Business Research</i> , 1984, 12, 195-208.	10.2	493
10	The Influence of Complementarity, Compatibility, and Relationship Capital on Alliance Performance. <i>Journal of the Academy of Marketing Science</i> , 2001, 29, 358-373.	11.2	488
11	International entrepreneurship research in emerging economies: A critical review and research agenda. <i>Journal of Business Venturing</i> , 2012, 27, 266-290.	6.3	443
12	Product and Promotion Adaptation in Export Ventures: An Empirical Investigation. <i>Journal of International Business Studies</i> , 1993, 24, 479-506.	7.3	436
13	ORGANIZATIONAL CHARACTERISTICS ASSOCIATED WITH EXPORT ACTIVITY. <i>Journal of Management Studies</i> , 1984, 21, 3-22.	8.3	364
14	Internal Determinants of Export Marketing Behavior: An Empirical Investigation. <i>Journal of Marketing Research</i> , 1981, 18, 114-119.	4.8	360
15	An assessment of the measurement of performance in international business research. <i>Journal of International Business Studies</i> , 2008, 39, 1064-1080.	7.3	348
16	Firm and management characteristics as discriminators of export marketing activity. <i>Journal of Business Research</i> , 1987, 15, 221-235.	10.2	312
17	Data equivalence in cross-cultural international business research: assessment and guidelines. <i>Journal of International Business Studies</i> , 2008, 39, 1027-1044.	7.3	305
18	Manufacturer governance of foreign distributor relationships: do relational norms enhance competitiveness in the export market?. <i>Journal of International Business Studies</i> , 2003, 34, 550-566.	7.3	295

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19	Knowledge as a strategic resource in supply chains. <i>Journal of Operations Management</i> , 2006, 24, 458-475.	5.2	288
20	Emerging themes in international business research. <i>Journal of International Business Studies</i> , 2008, 39, 1220-1235.	7.3	284
21	Consumer Attitudes towards Products of Foreign Origin: Do They Vary Across Product Classes?. <i>International Journal of Advertising</i> , 1983, 2, 147-157.	6.7	279
22	Enhancing alliance performance: The effects of contractual-based versus relational-based governance. <i>Journal of Business Research</i> , 2006, 59, 896-905.	10.2	279
23	Internal Determinants of Export Marketing Behavior: An Empirical Investigation. <i>Journal of Marketing Research</i> , 1981, 18, 114.	4.8	263
24	Curbing Foreign Distributor Opportunism: An Examination of Trust, Contracts, and the Legal Environment in International Channel Relationships. <i>Journal of International Marketing</i> , 2004, 12, 7-27.	4.4	242
25	Information System Innovations and Supply Chain Management: Channel Relationships and Firm Performance. <i>Journal of the Academy of Marketing Science</i> , 2006, 34, 40-54.	11.2	240
26	Alliance Orientation: Conceptualization, Measurement, and Impact on Market Performance. <i>Journal of the Academy of Marketing Science</i> , 2006, 34, 324-340.	11.2	215
27	The influence of internal and external firm factors on international product adaptation strategy and export performance: A three-country comparison. <i>Journal of Business Research</i> , 2006, 59, 176-185.	10.2	209
28	The Influence of Competitive Intensity and Market Dynamism on Knowledge Management Capabilities of Multinational Corporation Subsidiaries. <i>Journal of International Marketing</i> , 2005, 13, 32-53.	4.4	203
29	Managing global megaprojects: Complexity and risk management. <i>International Business Review</i> , 2013, 22, 905-917.	4.8	203
30	Firm-Specific Assets, Multinationality, and Financial Performance: A Meta-analytic Review and Theoretical Integration. <i>Academy of Management Journal</i> , 2011, 54, 47-72.	6.3	199
31	Overcoming export manufacturers' dilemma in international expansion. <i>Journal of International Business Studies</i> , 2007, 38, 283-302.	7.3	182
32	Enhancing international customer-supplier relationships through IT resources: A study of Taiwanese electronics suppliers. <i>Journal of International Business Studies</i> , 2010, 41, 1218-1239.	7.3	157
33	International Expansion of Telecommunication Carriers: The Influence of Market Structure, Network Characteristics, and Entry Imperfections. <i>Journal of International Business Studies</i> , 1999, 30, 361-381.	7.3	145
34	Introducing products into export markets: Success factors. <i>Journal of Business Research</i> , 1993, 27, 1-15.	10.2	142
35	Organizational learning, commitment, and joint value creation in interfirm relationships. <i>Journal of Business Research</i> , 2006, 59, 81-89.	10.2	137
36	The influence of market and cultural environmental factors on technology transfer between foreign MNCs and local subsidiaries: A Croatian illustration. <i>Journal of World Business</i> , 2006, 41, 100-111.	7.7	130

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37	Measurement of destination brand bias using a quasi-experimental design. <i>Tourism Management</i> , 2007, 28, 1529-1540.	9.8	130
38	A Note on the Export Behavior of Firms: Exporter Profiles. <i>Journal of International Business Studies</i> , 1979, 10, 91-97.	7.3	128
39	The Impact of Strategic Fit among Strategy, Structure, and Processes on Multinational Corporation Performance: A Multimethod Assessment. <i>Journal of International Marketing</i> , 2006, 14, 1-31.	4.4	120
40	Establishing rigor in mail-survey procedures in international business research. <i>Journal of World Business</i> , 2015, 50, 26-35.	7.7	120
41	Marketing Standardisation by Multinationals in an Emerging Market. <i>European Journal of Marketing</i> , 1991, 25, 50-64.	2.9	117
42	Internationalization and the Dynamics of Product Adaptation-An Empirical Investigation. <i>Journal of Product Innovation Management</i> , 2004, 21, 185-198.	9.5	117
43	Do barriers to export vary for born globals and across stages of internationalization? An empirical inquiry in the emerging market of Turkey. <i>International Business Review</i> , 2013, 22, 800-813.	4.8	115
44	Global strategy: a review and an integrated conceptual framework. <i>European Journal of Marketing</i> , 1996, 30, 52-69.	2.9	113
45	A Multilevel Examination of the Drivers of Firm Multinationality. <i>Journal of Management</i> , 2012, 38, 502-530.	9.3	108
46	Guidelines for export market research. <i>Business Horizons</i> , 1985, 28, 27-33.	5.2	104
47	Complementary approaches to preliminary foreign market opportunity assessment: country clustering and country ranking. <i>Industrial Marketing Management</i> , 2004, 33, 607-617.	6.7	104
48	Do supply chain IT alignment and supply chain interfirm system integration impact upon brand equity and firm performance?. <i>Journal of Business Research</i> , 2006, 59, 887-895.	10.2	103
49	Revisiting the firm, industry, and country effects on profitability under recessionary and expansion periods: A multilevel analysis. <i>Strategic Management Journal</i> , 2016, 37, 1448-1471.	7.3	100
50	Learning from experience in international alliances: antecedents and firm performance implications. <i>Journal of Business Research</i> , 2005, 58, 883-892.	10.2	97
51	A classification and assessment of research streams in International Marketing. <i>International Business Review</i> , 1995, 4, 251-277.	4.8	92
52	A global market advantage framework: the role of global market knowledge competencies. <i>International Business Review</i> , 2005, 14, 1-19.	4.8	89
53	International Market Reentry: A Review and Research Framework. <i>International Business Review</i> , 2011, 20, 377-393.	4.8	82
54	Export Market Research Orientations of Turkish Firms. <i>European Journal of Marketing</i> , 1985, 19, 5-16.	2.9	76

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55	Decisionâ€Making for International Marketing: A Comparative Review. <i>Management Decision</i> , 1982, 20, 47-54.	3.9	73
56	International Marketing as a Field of Study: A Critical Assessment of Earlier Development and a Look Forward. <i>Journal of International Marketing</i> , 2005, 13, 1-27.	4.4	71
57	Trends in international business thought and literature: A review of international market entry mode research: Integration and synthesis. <i>Thunderbird International Business Review</i> , 1996, 38, 825-847.	0.3	69
58	Reflections on international marketing: destructive regeneration and multinational firms. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 202-217.	11.2	67
59	Self-perceived strategic network identity and its effects on market performance in alliance relationships. <i>Journal of Business Research</i> , 2005, 58, 1371-1380.	10.2	65
60	Selecting foreign distributors: An expert systems approach. <i>Industrial Marketing Management</i> , 1995, 24, 297-304.	6.7	64
61	The role of context in the multinationalityâ€performance relationship: A metaâ€analytic review. <i>Global Strategy Journal</i> , 2012, 2, 108-121.	7.4	63
62	Does IT alignment between supply chain partners enhance customer value creation? An empirical investigation. <i>Industrial Marketing Management</i> , 2013, 42, 880-889.	6.7	61
63	An investigation of the black-box supplier integration in new product development. <i>Journal of Business Research</i> , 2014, 67, 1058-1064.	10.2	61
64	Middle-Class Consumers in Emerging Markets: Conceptualization, Propositions, and Implications for International Marketers. <i>Journal of International Marketing</i> , 2018, 26, 94-108.	4.4	60
65	Export Marketing Strategies in the British Clothing Industry. <i>European Journal of Marketing</i> , 1986, 20, 21-33.	2.9	59
66	Corporate entrepreneurship, customer-oriented selling, absorptive capacity, and international sales performance in the international B2B setting: Conceptual framework and research propositions. <i>International Business Review</i> , 2014, 23, 1193-1202.	4.8	57
67	Executive Insights: Global Account Management Capability: Insights from Leading Suppliers. <i>Journal of International Marketing</i> , 2005, 13, 93-113.	4.4	56
68	An Assessment of the Use of Structural Equation Modeling in International Business Research. <i>Research Methodology in Strategy and Management</i> , 0, , 385-415.	0.3	55
69	Mimetic and experiential effects in international marketing alliance formations of US pharmaceuticals firms: An event history analysis. <i>Journal of International Business Studies</i> , 2009, 40, 301-320.	7.3	54
70	The evolution of food retailing systems: Contrasting the experience of developed and developing countries. <i>Journal of the Academy of Marketing Science</i> , 1982, 10, 249-268.	11.2	53
71	Country-risk measurement and analysis: A new conceptualization and managerial tool. <i>International Business Review</i> , 2015, 24, 246-265.	4.8	53
72	Advancing knowledge on emerging markets: Past and future research in perspective. <i>International Business Review</i> , 2021, 30, 101796.	4.8	52

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73	Unraveling the mystique of export pricing. <i>Business Horizons</i> , 1988, 31, 54-63.	5.2	51
74	Perspectives: Knowledge Development in International Marketing. <i>Journal of International Marketing</i> , 1998, 6, 103-112.	4.4	51
75	Does IT Integration Really Enhance Supplier Responsiveness in Global Supply Chains?. <i>Management International Review</i> , 2011, 51, 193-212.	3.3	51
76	State ownership and market orientation in China's public firms: An agency theory perspective. <i>International Business Review</i> , 2015, 24, 690-699.	4.8	50
77	The new generation of millennial entrepreneurs: A review and call for research. <i>International Business Review</i> , 2019, 28, 101581.	4.8	50
78	Risk in international business and its mitigation. <i>Journal of World Business</i> , 2020, 55, 101078.	7.7	48
79	Does business group affiliation help firms achieve superior performance during industrial downturns? An empirical examination. <i>International Business Review</i> , 2014, 23, 195-211.	4.8	47
80	Cycles of de-internationalization and re-internationalization: Towards an integrative framework. <i>Journal of World Business</i> , 2022, 57, 101257.	7.7	47
81	Exploring the Marketing Program Antecedents of Performance in a Global Company. <i>Journal of International Marketing</i> , 2004, 12, 1-24.	4.4	46
82	A conceptual framework of global account management capabilities and firm performance. <i>International Business Review</i> , 2004, 13, 539-553.	4.8	46
83	Decomposing the effects of market knowledge competence in new product export. <i>European Journal of Marketing</i> , 2000, 34, 57-80.	2.9	45
84	Global account management strategies: Drivers and outcomes. <i>Journal of International Business Studies</i> , 2010, 41, 620-638.	7.3	44
85	Information technology resources, innovativeness, and supply chain capabilities as drivers of business performance: A retrospective and future research directions. <i>Industrial Marketing Management</i> , 2019, 79, 46-52.	6.7	44
86	A decision-making framework for global sourcing. <i>International Business Review</i> , 1993, 2, 143-156.	4.8	41
87	A conceptual framework of relational governance in foreign distributor relationships. <i>International Business Review</i> , 2002, 11, 1-16.	4.8	40
88	An event study of the effects of partner and location cultural differences in joint ventures. <i>International Business Review</i> , 2003, 12, 1-16.	4.8	38
89	Compensation in International Licensing Agreements. <i>Journal of International Business Studies</i> , 1998, 29, 409-419.	7.3	37
90	The effects of national culture on market orientation: Conceptual framework and research propositions. <i>International Business Review</i> , 2009, 18, 111-118.	4.8	36

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91	The role of information technology in supply chain relationships: does partner criticality matter?. Journal of Business and Industrial Marketing, 2005, 20, 169-178.	3.0	34
92	The framework of a global company: A conceptualization and preliminary validation. Industrial Marketing Management, 2004, 33, 711-716.	6.7	33
93	E-platform use and exporting in the context of Alibaba: A signaling theory perspective. Journal of International Business Studies, 2021, 52, 1501-1528.	7.3	33
94	Does the Comparative Advantage Theory of Competition Really Replace the Neoclassical Theory of Perfect Competition?. Journal of Marketing, 1997, 61, 65-73.	11.3	31
95	Executive Insights: International Partnering – A Systematic Framework for Collaborating with Foreign Business Partners. Journal of International Marketing, 1998, 6, 91-107.	4.4	31
96	Delineating Foreign Market Potential: A Tool for International Market Selection. Thunderbird International Business Review, 2015, 57, 119-141.	1.8	30
97	Japanese sogo shosha and the U.S. export trading companies. Journal of the Academy of Marketing Science, 1986, 14, 21-32.	11.2	29
98	Assessments of selected foreign suppliers by Saudi importers: Implications for exporters. Journal of Business Research, 1987, 15, 237-246.	10.2	28
99	What Drives Performance in Globally Focused Marketing Organizations? A Three-Country Study. Journal of International Marketing, 2007, 15, 58-85.	4.4	27
100	Information Needs of Exporters: An Empirical Study of Turkish Exporters. Marketing Intelligence and Planning, 1993, 11, 28-36.	3.5	26
101	Stock market reactions to international joint venture announcement: an event analysis. International Business Review, 2001, 10, 139-154.	4.8	25
102	Organizational slack as an enabler of internationalization: The case of large Brazilian firms. International Business Review, 2018, 27, 1057-1064.	4.8	25
103	MNE-NGO partnerships for sustainability and social responsibility in the global fast-fashion industry: A loose-coupling perspective. International Business Review, 2020, 29, 101736.	4.8	24
104	Selecting International Freight Forwarders: An Expert Systems Application. International Journal of Physical Distribution and Logistics Management, 1993, 23, 11-21.	7.4	22
105	The Litigated Dissolution of International Distribution Relationships: A Process Framework and Propositions. Journal of International Marketing, 2006, 14, 85-115.	4.4	22
106	Global convergence of consumer spending: Conceptualization and propositions. International Business Review, 2019, 28, 294-304.	4.8	22
107	Attributions of noncooperative incidents and response strategies: The role of national character. Journal of World Business, 2006, 41, 356-367.	7.7	21
108	Marketing planning for colleges and universities. Long Range Planning, 1984, 17, 104-117.	4.9	20

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109	The importance of distributor training at Caterpillar. <i>Industrial Marketing Management</i> , 1990, 19, 1-9.	6.7	20
110	Entrepreneurship as a puzzle: an attempt to its explanation with truncation of subjective probability distribution of prospects. <i>Strategic Entrepreneurship Journal</i> , 2008, 2, 155-167.	4.4	20
111	Global Integration of Brands and New Product Development at General Motors. <i>Journal of Product Innovation Management</i> , 2010, 27, 49-65.	9.5	20
112	Technology and the effects of cultural differences and task relatedness: A study of shareholder value creation in domestic and international joint ventures. <i>International Business Review</i> , 2005, 14, 397-414.	4.8	19
113	Efficiency of governance mechanisms in China's distribution channels. <i>International Business Review</i> , 2008, 17, 509-519.	4.8	19
114	On the internationalization of Turkish hospital chains: A dynamic capabilities perspective. <i>International Business Review</i> , 2020, 29, 101693.	4.8	19
115	Foreign market entry mode behavior as a gateway to further entries: The NAFTA experience. <i>International Business Review</i> , 2010, 19, 209-222.	4.8	18
116	International Integration and Coordination in MNEs. <i>Management International Review</i> , 2011, 51, 121-127.	3.3	18
117	Mass Media Advertising in a Developing Country. <i>International Journal of Advertising</i> , 1983, 2, 317-330.	6.7	17
118	Turning Three Sides into a Delta at General Motors: Enhancing Partnership Integration on Corporate Ventures. <i>Long Range Planning</i> , 2004, 37, 421-434.	4.9	17
119	Service quality delivery in a cross-national context. <i>International Business Review</i> , 2018, 27, 1022-1032.	4.8	16
120	An exploratory study of project based international joint ventures: the case of Chek Lap Kok Airport in Hong Kong. <i>International Business Review</i> , 2002, 11, 505-522.	4.8	15
121	Choice of ownership mode in joint ventures: An event history analysis from the automotive industry. <i>Industrial Marketing Management</i> , 2009, 38, 71-82.	6.7	15
122	EXPLORING STRATEGIC ASPECTS OF EXPORT MARKETING. <i>International Marketing Review</i> , 1983, 1, 5-11.	3.6	13
123	Evaluation of Financial Institutions by Bank versus Savings & Loan Customers: An Analysis of Factor Congruency. <i>International Journal of Bank Marketing</i> , 1985, 3, 47-55.	6.4	12
124	Developing visibility to mitigate supplier risk: the role of power-dependence structure. <i>Asia-Pacific Journal of Business Administration</i> , 2017, 9, 69-82.	2.7	12
125	Innovative Pedagogical Approaches in Teaching International Business. <i>Journal of Teaching in International Business</i> , 2019, 30, 96-101.	0.5	12
126	Challenges confronting the "One Belt One Road"™ initiative: Social networks and cross-cultural adjustment in CPEC projects. <i>International Business Review</i> , 2022, 31, 101902.	4.8	12

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127	Does a highly standardized international advertising campaign contribute to the enhancement of destination image? Evidence from Turkey. <i>Journal of Hospitality and Tourism Insights</i> , 2023, 6, 1169-1187.	3.4	12
128	Exogenous risk analysis in global supplier networks: Conceptualization and field research findings. <i>Information, Knowledge, Systems Management</i> , 2012, 11, 131-149.	0.3	11
129	Information asymmetry, disclosure and foreign institutional investment: An empirical investigation of the impact of the Sarbanes-Oxley Act. <i>International Business Review</i> , 2015, 24, 902-915.	4.8	11
130	Build-operate-transfer projects as a hybrid mode of market entry: The case of Yavuz Sultan Selim Bridge in Istanbul. <i>International Business Review</i> , 2018, 27, 797-802.	4.8	11
131	Consumption convergence across countries: measurement, antecedents, and consequences. <i>Journal of International Business Studies</i> , 2021, 52, 105-120.	7.3	11
132	QUALITATIVE INSIGHTS INTO COMPANY EXPERIENCES IN INTERNATIONAL MARKETING RESEARCH. <i>Journal of Business and Industrial Marketing</i> , 1987, 2, 41-54.	3.0	10
133	A DECISION SUPPORT SYSTEM FOR DOING BUSINESS WITH EASTERN BLOC COUNTRIES: THE COUNTRY CONSULTANT. <i>European Business Review</i> , 1992, 92, .	3.4	10
134	The new middle class in emerging markets: How values and demographics influence discretionary consumption. <i>Thunderbird International Business Review</i> , 2019, 61, 325-337.	1.8	9
135	Marketing's promise for hospitals. <i>Business Horizons</i> , 1986, 29, 71-76.	5.2	8
136	Effectiveness of Hospital Advertising:. <i>Journal of Hospital Marketing and Public Relations</i> , 1988, 2, 63-76.	0.2	8
137	Addressing psychic distance and learning in international buyer-seller relationships: The role of firm exploration and asset specificity. <i>Journal of World Business</i> , 2021, 56, 101208.	7.7	7
138	Achieving aging well through senior entrepreneurship: a three-country empirical study. <i>Small Business Economics</i> , 2022, 59, 665-689.	6.7	7
139	Image and cost factors in the choice of mental health-care organizations: A causal model. <i>Journal of the Academy of Marketing Science</i> , 1985, 13, 119-129.	11.2	6
140	Legal versus relational ordering in channel governance: the case of the manufacturer and its foreign distributor. <i>Advances in International Marketing</i> , 0, , 49-79.	0.3	4
141	Founding entrepreneurâ€™s dilemma: Stay or exit the firm following an acquisition? An international comparison. <i>International Business Review</i> , 2022, 31, 101904.	4.8	4
142	Marketing supplementary food products in LDCs. <i>Food Policy</i> , 1983, 8, 111-120.	6.0	3
143	Validating Expert Systems in International Marketing. <i>Marketing Intelligence and Planning</i> , 1992, 10, 25-34.	3.5	3
144	Evaluating Promotional Dimensions of Energy-conservation Programmes by Utility Companies. <i>International Journal of Advertising</i> , 1985, 4, 95-104.	6.7	2

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145	Using an Intelligent Database in the Classroom. <i>Journal of Teaching in International Business</i> , 1993, 4, 17-37.	0.5	2
146	Firm-Specific Assets, Multinationality, and Financial Performance: A Meta-Analytic Review and Theoretical Integration. <i>SSRN Electronic Journal</i> , 2010, , .	0.4	2
147	Marketing strategies of MNCs from emerging markets: internationalisation and market entry mode. <i>International Marketing Review</i> , 2010, 27, .	3.6	2
148	Launching A Weaning Food in a Developing Country: The Moroccan Experience. <i>European Journal of Marketing</i> , 1983, 17, 44-54.	2.9	1
149	Stability of Store Selection Criteria: A Multinational Study. <i>Marketing Intelligence and Planning</i> , 1991, 9, 23-28.	3.5	1
150	Building Market-Based Assets in a Globally Competitive Market: A Longitudinal Study of Automotive Brands. <i>Advances in International Marketing</i> , 2012, , 3-37.	0.3	1
151	Internationalization journey of healthcare providers: The case of Turkish AcÄ±badem healthcare group. <i>Thunderbird International Business Review</i> , 2022, 64, 5.	1.8	1
152	Marketing strategies of MNCs from emerging markets. <i>International Marketing Review</i> , 2010, 27, .	3.6	1
153	International Marketing Review. <i>Marketing Intelligence and Planning</i> , 1990, 8, 19-21.	3.5	0