

# Gordon Liu

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8126188/publications.pdf>

Version: 2024-02-01

25  
papers

845  
citations

516710

16  
h-index

580821

25  
g-index

25  
all docs

25  
docs citations

25  
times ranked

712  
citing authors

#	ARTICLE	IF	CITATIONS
1	An Investigation of Marketing Capabilities and Social Enterprise Performance in the UK and Japan. <i>Entrepreneurship Theory and Practice</i> , 2015, 39, 267-298.	10.2	127
2	An Analysis of Cause-Related Marketing Implementation Strategies Through Social Alliance: Partnership Conditions and Strategic Objectives. <i>Journal of Business Ethics</i> , 2011, 100, 253-281.	6.0	86
3	Organizational Learning and Marketing Capability Development. <i>Nonprofit and Voluntary Sector Quarterly</i> , 2012, 41, 580-608.	1.9	72
4	Employee Participation in Cause-Related Marketing Strategies: A Study of Management Perceptions from British Consumer Service Industries. <i>Journal of Business Ethics</i> , 2010, 92, 195-210.	6.0	65
5	Environmental Strategy and Competitive Advantage: The Role of Small and Medium-Sized enterprises' Dynamic Capabilities. <i>Business Strategy and the Environment</i> , 2017, 26, 584-596.	14.3	54
6	The Nature of the Co-Evolutionary Process. <i>Group and Organization Management</i> , 2015, 40, 809-842.	4.4	51
7	Cause-Related Marketing in the Retail and Finance Sectors. <i>Nonprofit and Voluntary Sector Quarterly</i> , 2010, 39, 77-101.	1.9	41
8	Impacts of Instrumental Versus Relational Centered Logic on Cause-Related Marketing Decision Making. <i>Journal of Business Ethics</i> , 2013, 113, 243-263.	6.0	41
9	How Information Technology Assimilation Promotes Exploratory and Exploitative Innovation in the Small and Medium-Sized Firm Context: The Role of Contextual Ambidexterity and Knowledge Base. <i>Journal of Product Innovation Management</i> , 2019, 36, 442-466.	9.5	39
10	Social Entrepreneurial Passion and Social Innovation Performance. <i>Nonprofit and Voluntary Sector Quarterly</i> , 2019, 48, 759-783.	1.9	38
11	The Transformation from Traditional Nonprofit Organizations to Social Enterprises: An Institutional Entrepreneurship Perspective. <i>Journal of Business Ethics</i> , 2021, 171, 15-32.	6.0	36
12	Social Alliance and Employee Voluntary Activities: A Resource-Based Perspective. <i>Journal of Business Ethics</i> , 2011, 104, 251-268.	6.0	34
13	Strategic Direction of Corporate Community Involvement. <i>Journal of Business Ethics</i> , 2013, 115, 469-487.	6.0	31
14	Understanding the Process of Knowledge Spillovers: Learning to Become Social Enterprises. <i>Strategic Entrepreneurship Journal</i> , 2015, 9, 263-285.	4.4	30
15	How and When Socially Entrepreneurial Nonprofit Organizations Benefit From Adopting Social Alliance Management Routines to Manage Social Alliances?. <i>Journal of Business Ethics</i> , 2018, 151, 497-516.	6.0	21
16	A business ecosystem perspective of supply chain justice practices. <i>International Journal of Operations and Production Management</i> , 2019, 39, 1122-1143.	5.9	20
17	Overcoming the liability of smallness by recruiting through networks in China: a guanxi-based social capital perspective. <i>International Journal of Human Resource Management</i> , 2017, 28, 1499-1526.	5.3	18
18	Organizational capabilities and SME exports: the moderating role of external funding intentions and managerial capacity. <i>Small Business Economics</i> , 2022, 58, 247-261.	6.7	10

#	ARTICLE	IF	CITATIONS
19	An integrated model of cause-related marketing strategy development. <i>AMS Review</i> , 2014, 4, 78-95.	2.5	6
20	Cause-related marketing. <i>International Marketing Review</i> , 2020, 37, 713-734.	3.6	5
21	Promoting employee entrepreneurial attitudes: an investigation of Chinese state-owned enterprises. <i>International Journal of Human Resource Management</i> , 2020, 31, 2695-2713.	5.3	5
22	Networking-bonding actions, quality of ties, and channel member collaboration: Evidence from U.K.-based small firms. <i>Journal of Small Business Management</i> , 2021, 59, 13-46.	4.8	5
23	Power, shared goals and supplier flexibility: a study of the HUB-and-spoke supply chain. <i>International Journal of Operations and Production Management</i> , 2022, 42, 182-205.	5.9	4
24	The impact of alliance justice capability on the performance of strategic alliances in the Indian IT sector: the mediating role of inter-firm commitment. <i>Cogent Business and Management</i> , 2020, 7, 1719587.	2.9	3
25	Organisational capabilities and small and medium sized firms's attainment of innovation outcomes: the moderating roles of exports and formal business networks. <i>International Journal of Operations and Production Management</i> , 2022, 42, 1022-1060.	5.9	3