

Michel R Rod

List of Publications by Year in descending order

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62
papers

1,480
citations

448610

19
h-index

406436

35
g-index

64
all docs

64
docs citations

64
times ranked

1508
citing authors

#	ARTICLE	IF	CITATIONS
1	Technology sourcing and the dark side of open innovation: Evidence from the biopharmaceutical sector. <i>Technovation</i> , 2023, 119, 102521.	4.2	6
2	Exploiting business networks in the age of social media: the use and integration of social media analytics in B2B marketing. <i>Journal of Business and Industrial Marketing</i> , 2021, 36, 2139-2149.	1.8	11
3	A thematic exploration of social media analytics in marketing research and an agenda for future inquiry. <i>Journal of Strategic Marketing</i> , 2021, 29, 471-491.	3.7	14
4	Is co-created value the only legitimate value? An institutional-theory perspective on business interaction in B2B-marketing systems. <i>Journal of Business and Industrial Marketing</i> , 2021, 36, 337-354.	1.8	15
5	Speak to head and heart: The effects of linguistic features on B2B brand engagement on social media. <i>Industrial Marketing Management</i> , 2021, 99, 1-15.	3.7	20
6	Understanding culture as a dynamic Holarthic duality. <i>Industrial Marketing Management</i> , 2020, 91, 82-91.	3.7	1
7	Towards a spectacularly dynamic and pluralist "normal science": pragmatism, communication, IMP and BtoB marketing research. <i>Journal of Business and Industrial Marketing</i> , 2020, 35, 1739-1749.	1.8	1
8	Reviewing Effectuation and Bricolage in the Context of Social Entrepreneurship Multisector Collaborations. <i>International Journal of Business & Management Research</i> , 2020, 8, 52-63.	0.3	1
9	Contextualizing Arab female entrepreneurship in the United Arab Emirates. <i>Culture and Organization</i> , 2019, 25, 317-331.	0.5	23
10	Brand Personalities of Global Wine Exporters: A Collective Reputation Theory Perspective. <i>Journal of International Food and Agribusiness Marketing</i> , 2018, 30, 88-105.	1.0	5
11	Ethnic identity, consumer ethnocentrism, and purchase intentions among bi-cultural ethnic consumers: "Divided loyalties" or "dual allegiance"? <i>Journal of Business Research</i> , 2018, 82, 310-319.	5.8	53
12	Business network becoming: Figurations of time, change and process. <i>Industrial Marketing Management</i> , 2018, 68, 156-164.	3.7	13
13	Academic Spin Doctoring: The Incommensurability Debate as a Scholarly War Fantasy. <i>Australasian Marketing Journal</i> , 2018, 26, 307-309.	3.5	0
14	Weathering contextual activities and situated sensemaking. <i>Journal of Business and Industrial Marketing</i> , 2018, 33, 1141-1152.	1.8	6
15	Institutional and resource configurations associated with different SME foreign market entry modes. <i>Industrial Marketing Management</i> , 2017, 66, 130-144.	3.7	21
16	An Analysis of the Composition, Health Benefits, and Future Market Potential of the Jerusalem Artichoke in Canada. <i>Journal of Food Research</i> , 2017, 6, 69.	0.1	5
17	The Market Potential of a Grape Pomace Microemulsion. <i>Journal of Food Research</i> , 2017, 6, 65.	0.1	0
18	Exploring the perceived value of social practice theories for business-to-business marketing managers. <i>Journal of Organizational Change Management</i> , 2016, 29, 751-768.	1.7	9

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19	Understanding structures and practices of meaning-making in industrial networks. <i>Journal of Business and Industrial Marketing</i> , 2016, 31, 531-542.	1.8	14
20	Customer perceptions of frontline employee service delivery: A study of Russian bank customer satisfaction and behavioural intentions. <i>Journal of Retailing and Consumer Services</i> , 2016, 30, 212-221.	5.3	39
21	Unfair play in World Cup qualification? An analysis of the 1998â€“2010 FIFA World Cup performances and the bias in the allocation of tournament berths. <i>Soccer and Society</i> , 2016, 17, 40-57.	0.9	6
22	Toward a theory of marketing law transgressions. <i>Journal of Business Research</i> , 2016, 69, 476-483.	5.8	5
23	The ties that bind? Online musicians and their fans. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2015, 27, 168-190.	1.8	7
24	Understanding Attitude and Behavior of Canadian Consumers Toward Organic Wine. <i>Journal of Food Products Marketing</i> , 2015, 21, 375-396.	1.4	41
25	Context into text into context: marketing practice into theory; marketing theory into practice. <i>Marketing Intelligence and Planning</i> , 2015, 33, 1027-1046.	2.1	11
26	Coping with stress: A study of retail banking service workers in Russia. <i>Journal of Retailing and Consumer Services</i> , 2015, 23, 58-69.	5.3	17
27	The impact of hospital customer orientation on burnout of public hospital service workers in New Zealand. <i>Journal of Strategic Marketing</i> , 2015, 23, 189-208.	3.7	7
28	Exploring the Dynamics of Network Deadlock: Interorganizational Stalemate without Stale Mates?. <i>Proceedings - Academy of Management</i> , 2015, 2015, 14332.	0.0	0
29	The Market Potential of Grape Waste Alternatives. <i>Journal of Food Research</i> , 2014, 3, 91.	0.1	185
30	Managerial perceptions of service-infused IORs in China & India: A discursive view of value co-creation. <i>Industrial Marketing Management</i> , 2014, 43, 603-612.	3.7	28
31	The experience of New Zealand in the evolving wine markets of Japan and Singapore. <i>Asia-Pacific Journal of Business Administration</i> , 2014, 6, 49-63.	1.5	10
32	Using Discourse Analysis in Case Study Research in Business-to-Business Contexts. <i>Advances in Business Marketing and Purchasing</i> , 2014, , 77-99.	0.3	2
33	Using Discourse Analysis in Case Study Research in Business-to-Business Contexts. <i>Advances in Business Marketing and Purchasing</i> , 2014, 21, 77-99.	0.3	0
34	The impact of call centre stressors on inbound and outbound callâ€“centre agent burnout. <i>Managing Service Quality</i> , 2013, 23, 245-264.	2.4	41
35	Cell phone product-market segments using product features as a cluster variate: a multi-country study. <i>Journal of Strategic Marketing</i> , 2013, 21, 101-124.	3.7	8
36	Chilean wine producer market orientation: comparing MKTOR versus MARKOR. <i>International Journal of Wine Business Research</i> , 2013, 25, 27-49.	1.0	15

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37	Discursive constructions of the role of cultural intermediaries in the wine markets of Japan and Singapore. <i>Qualitative Market Research</i> , 2012, 15, 128-147.	1.0	8
38	Brand network maps. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2012, 6, 55-70.	0.7	18
39	Constructing identities in Indian networks: Discourses of marketing management in inter-organizational relationships. <i>Industrial Marketing Management</i> , 2012, 41, 402-412.	3.7	24
40	Mapping alternatives: A commentary on Cova, B. et al. (2010). "Navigating between dyads and networks". <i>Industrial Marketing Management</i> , 2012, 41, 357-364.	3.7	5
41	Burnout processes in non-clinical health service encounters. <i>Journal of Business Research</i> , 2011, 64, 1116-1127.	5.8	76
42	Subjective personal introspection in action-oriented research. <i>Qualitative Research in Organizations and Management</i> , 2011, 6, 6-25.	0.6	21
43	Government/business relations: an agency-theory perspective on the procurement of market research. <i>International Journal of Procurement Management</i> , 2011, 4, 108.	0.1	5
44	The effect of customer orientation on frontline employees job outcomes in a new public management context. <i>Marketing Intelligence and Planning</i> , 2010, 28, 600-624.	2.1	26
45	Management commitment to service quality and service recovery performance. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2010, 4, 84-103.	0.7	62
46	Job resourcefulness, symptoms of burnout and service recovery performance: an examination of call centre frontline employees. <i>Journal of Services Marketing</i> , 2009, 23, 338-350.	1.7	77
47	Symptoms of burnout and service recovery performance. <i>Managing Service Quality</i> , 2009, 19, 60-84.	2.4	60
48	The informative and persuasive components of pharmaceutical promotion. <i>International Journal of Advertising</i> , 2009, 28, 313-349.	4.2	27
49	An examination of the relationship between service quality dimensions, overall internet banking service quality and customer satisfaction. <i>Marketing Intelligence and Planning</i> , 2009, 27, 103-126.	2.1	124
50	Marketing: philosophy of science and "epistobabble warfare". <i>Qualitative Market Research</i> , 2009, 12, 120-129.	1.0	10
51	Considering implementing major strategic change?. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2009, 3, 258-278.	0.7	7
52	The relationship between job demand stressors, service recovery performance and job outcomes in a state-owned enterprise. <i>Journal of Retailing and Consumer Services</i> , 2008, 15, 22-31.	5.3	30
53	Mapping the Network. <i>Journal of International Food and Agribusiness Marketing</i> , 2008, 20, 57-74.	1.0	0
54	The Effect of Management Commitment to Service Quality on Frontline Employees' Job Attitudes, Turnover Intentions and Service Recovery Performance in a New Public Management Context. <i>Journal of Strategic Marketing</i> , 2008, 16, 437-462.	3.7	116

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55	Purchaserâ€provider interaction in UK public health: improving stakeholder cooperation. International Journal of Pharmaceutical and Healthcare Marketing, 2007, 1, 12-26.	0.7	3
56	Pharmaceutical marketing returnâ€onâ€investment: a European perspective. International Journal of Pharmaceutical and Healthcare Marketing, 2007, 1, 174-189.	0.7	8
57	Guest editorial: The sealing of university intellectual property boundaries and the ceiling of academic entrepreneurial tolerance. Science and Public Policy, 2006, 33, 3-4.	1.2	6
58	Mapping and assessing the key management issues influencing UK public healthcare purchaserâ€provider cooperation. Qualitative Market Research, 2006, 9, 86-102.	1.0	15
59	Multi-Party, Multi-Sector Knowledge Creation: Maximising Outcomes Through Stakeholder Collaboration. Journal of Information and Knowledge Management, 2006, 05, 259-267.	0.8	1
60	Value Based Marketing for Transitional Economies. Journal of Transnational Management, 1999, 4, 65-75.	0.1	0
61	Behavioral deficits revealed by multiple tests in rats with ischemic damage limited to half of the CA1 sector of the hippocampus. Brain Research Bulletin, 1994, 34, 283-289.	1.4	38
62	Pre- and Post-Ischemic Administration of Dizocilpine (MK-801) Reduces Cerebral Necrosis in the Rat. Canadian Journal of Neurological Sciences, 1989, 16, 340-344.	0.3	72