

Sussie Celna Morrish

List of Publications by Year in descending order

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Version: 2024-02-01

34
papers

984
citations

516561

16
h-index

454834

30
g-index

36
all docs

36
docs citations

36
times ranked

759
citing authors

#	ARTICLE	IF	CITATIONS
1	The Role of Entrepreneurial Networks in the Exploration and Exploitation of Internationalization Opportunities by Information and Communication Technology Firms. <i>Journal of International Marketing</i> , 2011, 19, 88-105.	2.5	177
2	Entrepreneurial marketing: acknowledging the entrepreneur and customer-centric interrelationship. <i>Journal of Strategic Marketing</i> , 2010, 18, 303-316.	3.7	124
3	Post-disaster business recovery: An entrepreneurial marketing perspective. <i>Journal of Business Research</i> , 2020, 113, 83-92.	5.8	94
4	Airline alliances— who benefits?. <i>Journal of Air Transport Management</i> , 2002, 8, 401-407.	2.4	87
5	Entrepreneurial marketing: a strategy for the twenty-first century?. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2011, 13, 110-119.	0.7	75
6	Entrepreneurial burnout: exploring antecedents, dimensions and outcomes. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2010, 12, 71-79.	0.7	46
7	Cultural Values and Higher Education Choices: Chinese Families. <i>Australasian Marketing Journal</i> , 2012, 20, 59-64.	3.5	41
8	Microfoundations of network exploration and exploitation capabilities in international opportunity recognition. <i>International Business Review</i> , 2021, 30, 101767.	2.6	38
9	The moderating role of explanatory style between experience and entrepreneurial self-efficacy. <i>International Entrepreneurship and Management Journal</i> , 2015, 11, 1-17.	2.9	35
10	Country of origin as a source of sustainable competitive advantage: the case for international higher education institutions in New Zealand. <i>Journal of Strategic Marketing</i> , 2011, 19, 517-529.	3.7	32
11	Networking, business process innovativeness and export performance: the case of South Asian low-tech industry. <i>Journal of Business and Industrial Marketing</i> , 2017, 32, 864-875.	1.8	32
12	The influence of entrepreneurial marketing processes and entrepreneurial self-efficacy on community vulnerability, risk, and resilience. <i>Journal of Strategic Marketing</i> , 2016, 24, 34-46.	3.7	29
13	Anatomy of entrepreneurial marketing. <i>Journal of Strategic Marketing</i> , 2016, 24, 2-4.	3.7	26
14	A Tale of Two Spirits: Entrepreneurial Marketing at 42Below Vodka and Penderyn Whisky. <i>Journal of Small Business and Entrepreneurship</i> , 2011, 24, 113-124.	3.0	22
15	Portfolio entrepreneurs: an effectuation approach to multiple venture development. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2009, 11, 32-48.	0.7	21
16	An exploratory study of sustainability as a stimulus for corporate entrepreneurship. <i>Corporate Social Responsibility and Environmental Management</i> , 2011, 18, 162-171.	5.0	17
17	Networks, institutional environment and firm internationalization. <i>Journal of Business and Industrial Marketing</i> , 2021, 36, 2037-2048.	1.8	17
18	A conceptualization of the perceptions and motivators that drive luxury wine consumption. <i>International Journal of Wine Business Research</i> , 2016, 28, 120-133.	1.0	16

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19	The role of serendipity in opportunity exploration. Journal of Research in Marketing and Entrepreneurship, 2017, 19, 182-200.	0.7	15
20	Conceptualizing post-disaster entrepreneurial decision-making: Prediction and control under extreme environmental uncertainty. International Journal of Disaster Risk Reduction, 2022, 68, 102703.	1.8	8
21	Where to visit, what to drink? A cross-national perspective on wine estate brand personalities. International Journal of Wine Business Research, 2017, 29, 373-383.	1.0	6
22	Perspectives on Entrepreneurship and Macromarketing: Introduction to the Special Issue. Journal of Macromarketing, 2019, 39, 353-357.	1.7	6
23	Networks, Dynamic International Opportunity Recognition and Performance Among International New Ventures. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2016, , 795-804.	0.1	5
24	Incubator mediation in commercialising disruptive innovation. Journal of Strategic Marketing, 2019, 27, 177-189.	3.7	4
25	The Role of Property in the Portfolio of Small and Medium Enterprises. Pacific Rim Property Research Journal, 2009, 15, 261-277.	0.4	2
26	A short note on corporate venturing for technology acquisition. Innovation: Management, Policy and Practice, 2011, 13, 126-133.	2.6	1
27	Safety in the New Zealand sex industry. New Zealand Economic Papers, 2015, 49, 296-317.	0.6	1
28	The Enduring Importance of Entrepreneurial Motivation For Growth. Journal of Business Strategies, 2020, 37, 22-45.	0.1	1
29	Re-Evaluating Entrepreneurial Marketing Dimension In The Pursuit Of SME Innovation And Growth. Journal of Business Strategies, 2021, 38, 1-24.	0.1	1
30	How does self-reported knowledge influence the effect of extrinsic cues on wine choice? A qualitative approach. Journal of Wine Research, 2022, 33, 40-55.	0.9	1
31	Marketing in the 21St Century: Looking Back as We Move Forward. Australasian Marketing Journal, 2012, 20, 1-2.	3.5	0
32	The Role of Opportunity in the Performance Outcome of INV Networks: An Entrepreneurship Perspective. SSRN Electronic Journal, 0, , .	0.4	0
33	Fast-growth firms and successful environmental entrepreneurs in emerging countries. E3S Web of Conferences, 2021, 258, 06019.	0.2	0
34	Portfolio Entrepreneurs: Structure, Strategy and Management of Business Groups. Journal of Small Business Strategy, 2022, 32, .	0.6	0