

Olivier Furrer

List of Publications by Year in descending order

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Version: 2024-02-01

63
papers

2,677
citations

361045

20
h-index

197535

49
g-index

74
all docs

74
docs citations

74
times ranked

2023
citing authors

#	ARTICLE	IF	CITATIONS
1	The Relationships between Culture and Service Quality Perceptions. <i>Journal of Service Research</i> , 2000, 2, 355-371.	7.8	610
2	The structure and evolution of the strategic management field: A content analysis of 26 years of strategic management research. <i>International Journal of Management Reviews</i> , 2008, 10, 1-23.	5.2	415
3	The Relationships between Culture and Behavioral Intentions toward Services. <i>Journal of Service Research</i> , 2001, 4, 118-129.	7.8	250
4	Conceptualising and Measuring the Equity of Online Brands. <i>Journal of Marketing Management</i> , 2006, 22, 799-825.	1.2	152
5	A Twenty-First Century Assessment of Values Across the Global Workforce. <i>Journal of Business Ethics</i> , 2011, 104, 1-31.	3.7	140
6	The impact of cultural intelligence on communication effectiveness, job satisfaction and anxiety for Chinese host country managers working for foreign multinationals. <i>International Journal of Human Resource Management</i> , 2014, 25, 2068-2087.	3.3	109
7	To Localize or to Standardize on the Web: Empirical Evidence from Italy, India, Netherlands, Spain, and Switzerland. <i>Multinational Business Review</i> , 2004, 12, 69-88.	1.4	76
8	Management Students' Attitudes Toward Business Ethics: A Comparison Between France and Romania. <i>Journal of Business Ethics</i> , 2011, 98, 391-406.	3.7	72
9	Measuring cultural intelligence (CQ). <i>International Journal of Cross Cultural Management</i> , 2015, 15, 259-284.	1.3	69
10	Attitudes toward Corporate Responsibilities in Western Europe and in Central and East Europe. <i>Management International Review</i> , 2010, 50, 379-398.	2.1	64
11	Twenty-seven years of service research: a literature review and research agenda. <i>Journal of Services Marketing</i> , 2020, 34, 299-316.	1.7	61
12	A test of the quasi-circumplex structure of human values. <i>Journal of Research in Personality</i> , 2007, 41, 820-840.	0.9	54
13	The dynamics and evolution of the service marketing literature: 1993-2003. <i>Service Business</i> , 2007, 1, 93-117.	2.2	44
14	Ethical preferences for influencing superiors: A 41-society study. <i>Journal of International Business Studies</i> , 2009, 40, 1022-1045.	4.6	44
15	Societal-Level Versus Individual-Level Predictions of Ethical Behavior: A 48-Society Study of Collectivism and Individualism. <i>Journal of Business Ethics</i> , 2014, 122, 283.	3.7	40
16	Research on the strategy of multinational enterprises: Key approaches and new avenues. <i>BRQ Business Research Quarterly</i> , 2014, 17, 129-148.	2.2	36
17	The antecedents of response strategies in strategic alliances. <i>Management Decision</i> , 2010, 48, 1103-1133.	2.2	30
18	Robustness and cross-cultural equivalence of the Cultural Intelligence Scale (CQS). <i>Journal of Global Mobility</i> , 2016, 4, 300-325.	1.2	29

#	ARTICLE	IF	CITATIONS
19	Resource configurations, generic strategies, and firm performance. <i>Journal of Strategy and Management</i> , 2008, 1, 15-40.	1.9	28
20	Corporate strategy and shareholder value during decline and turnaround. <i>Management Decision</i> , 2007, 45, 372-392.	2.2	27
21	The perceived trade-off between corporate social and economic responsibility. <i>International Journal of Cross Cultural Management</i> , 2011, 11, 279-302.	1.3	25
22	The rivalry matrix:. <i>European Management Journal</i> , 2000, 18, 619-637.	3.1	21
23	A content and comparative analysis of strategic management research in the Baltic area. <i>Baltic Journal of Management</i> , 2015, 10, 243-266.	1.2	21
24	Dynamic capabilities to match multiple product generations and market rhythm. <i>European Journal of Innovation Management</i> , 2008, 11, 441-471.	2.4	20
25	Internet marketing research: opportunities and problems. <i>Qualitative Market Research</i> , 2001, 4, 123-129.	1.0	19
26	A Model of Response Strategies in Strategic Alliances: A PLS Analysis of a Circumplex Structure. <i>Long Range Planning</i> , 2012, 45, 424-450.	2.9	19
27	Response strategies in an international strategic alliance experimental context: Cross-country differences. <i>Journal of International Management</i> , 2012, 18, 66-84.	2.4	17
28	The Quality of Leader-Member Exchange (LMX): A Multilevel Analysis of Individual-level, Organizational-level and Societal-level Antecedents. <i>Journal of International Management</i> , 2020, 26, 100760.	2.4	15
29	Multi-brand loyalty in consumer markets: a qualitatively-driven mixed methods approach. <i>European Journal of Marketing</i> , 2019, 53, 2419-2450.	1.7	14
30	Customer captivity, negative word of mouth and well-being: a mixed-methods study. <i>Journal of Services Marketing</i> , 2021, 35, 755-773.	1.7	14
31	A framework for innovative service design. <i>Service Industries Journal</i> , 2016, 36, 452-471.	5.0	13
32	The customer experience ecosystem in two cultural contexts. <i>Journal of Financial Services Marketing</i> , 2018, 23, 234-243.	2.2	13
33	Performance differences across strategic groups: an examination of financial market-based performance measures. <i>Strategic Change</i> , 2006, 15, 373-383.	2.5	12
34	Responding to Adverse Situations Within Exchange Relationships. <i>Journal of Cross-Cultural Psychology</i> , 2012, 43, 943-966.	1.0	12
35	A Cross-Cultural Examination of Person-Organization Fit: Is P-O Fit Congruent with or Contingent on Societal Values?. <i>Management International Review</i> , 2020, 60, 287-314.	2.1	11
36	Service Quality: Research Perspectives 2005 Benjamin Schneider and Susan S. White. <i>Service Quality: Research Perspectives</i> . Thousand Oaks: Sage 2004. 185 pp. \$34.95, paperback. <i>Journal of Service Management</i> , 2005, 16, 408-410.	2.2	10

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37	The impact of resource-strategy correspondence on marketing performance-financial performance tradeoffs. <i>Journal of Strategic Marketing</i> , 2007, 15, 161-183.	3.7	9
38	Dimensionality of frontline employee friendliness in service encounters. <i>Journal of Service Management</i> , 2021, 32, 346-382.	4.4	8
39	A hierarchical framework of new products development: an example from biotechnology. <i>European Journal of Innovation Management</i> , 2003, 6, 48-63.	2.4	7
40	Stakeholder pressures, CSR practices, and business outcomes in Denmark, Germany and the Netherlands. <i>European Journal of International Management</i> , 2018, 12, 472.	0.1	7
41	Driving Customer Equity: How Customer Lifetime Value Is Reshaping Corporate Strategy. <i>Journal of Service Management</i> , 2002, 13, 107-111.	2.2	7
42	A multi-country, multi-sector replication challenge to the validity of the cultural tightness-looseness measure. <i>Asia Pacific Journal of Management</i> , 2021, 38, 735-764.	2.9	5
43	Resource-based theory and its link to the global strategy, structure, and performance relationship: an integrative framework. <i>International Journal of Management and Decision Making</i> , 2004, 5, 99.	0.1	3
44	The Effect of Individualism on Opportunism Propensity in International Strategic Alliances. <i>Proceedings - Academy of Management</i> , 2012, 2012, 16430.	0.0	3
45	Robust Imitation Strategies. <i>Managerial and Decision Economics</i> , 2015, 36, 139-157.	1.3	2
46	Services Marketing Self-Portraits: Introspections, Reflections and Glimpses from Experts. <i>Journal of Service Management</i> , 2003, 14, 148-151.	2.2	2
47	A Customer Relationship Typology of Product Services Strategies. , 2010, , .		2
48	Stakeholder pressures, CSR practices, and business outcomes in Denmark, Germany and the Netherlands. <i>European Journal of International Management</i> , 2018, 12, 472.	0.1	2
49	Robust Imitation Strategies. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
50	Moving Away From Short-Term Performance Measurement Online: A New Metric of Brand Equity. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 300-304.	0.1	1
51	A consumer cultural paradox: exploring the tensions between traditional and international education. <i>International Marketing Review</i> , 2022, ahead-of-print, .	2.2	1
52	Are societal-level values still relevant measures in the twenty-first century businessworld? A 39-society analysis. <i>Asia Pacific Journal of Management</i> , 2024, 41, 1-44.	2.9	1
53	Research on the Strategy of Multinational Enterprises: Key Approaches and New Avenues. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
54	A Content and Comparative Analysis of Strategic Management Research in the Baltic Area: A Research Agenda for Qualitative Studies. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0

#	ARTICLE	IF	CITATIONS
55	Measuring Cultural Intelligence across Cultures: Testing Cross-Cultural Equivalence of the CQ scale. Proceedings - Academy of Management, 2012, 2012, 14401.	0.0	0
56	Integrity and Corporate Governance: Controlling Managers and Meeting Corporate Social Responsibilities. , 2013, , 480-497.		0
57	A Typology of Market Windows and Antecedents of Firm Readiness in the Launching of Multiple Generations of New Products. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 66-74.	0.1	0
58	Don't Forget the Individual: The Effect of Individual Characteristics on Organization's Opportunism. Proceedings - Academy of Management, 2015, 2015, 18578.	0.0	0
59	A circumplex model of the behavioural antecedents of unintended strategic alliance termination: a PLS-based analysis. , 0, , .		0
60	Managers' risk propensity and destructive behavior in buyer-seller relationships: an application of PLS-analysis. , 0, , .		0
61	Configurations of High Corporate Environmental Responsibility with Regard to Business Legitimacy: A Cross-National Approach. , 2020, , 1397-1425.		0
62	Configurations of High Corporate Environmental Responsibility with Regard to Business Legitimacy: A Cross-National Approach. , 2020, , 1-29.		0
63	Integrity and Corporate Governance. , 0, , .		0