

Kevin Zheng Zhou

List of Publications by Year in descending order

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94
papers

12,503
citations

57719

44
h-index

54882

84
g-index

94
all docs

94
docs citations

94
times ranked

6205
citing authors

#	ARTICLE	IF	CITATIONS
1	The Effects of Strategic Orientations on Technology- and Market-Based Breakthrough Innovations. <i>Journal of Marketing</i> , 2005, 69, 42-60.	7.0	1,269
2	How knowledge affects radical innovation: Knowledge base, market knowledge acquisition, and internal knowledge sharing. <i>Strategic Management Journal</i> , 2012, 33, 1090-1102.	4.7	696
3	State Ownership and Firm Innovation in China: An Integrated View of Institutional and Efficiency Logics. <i>Administrative Science Quarterly</i> , 2017, 62, 375-404.	4.8	654
4	Do managerial ties in China always produce value? Competition, uncertainty, and domestic vs. foreign firms. <i>Strategic Management Journal</i> , 2008, 29, 383-400.	4.7	641
5	The Effects of Business and Political Ties on Firm Performance: Evidence from China. <i>Journal of Marketing</i> , 2011, 75, 1-15.	7.0	620
6	Development and validation of an instrument to measure user perceived service quality of information presenting Web portals. <i>Information and Management</i> , 2005, 42, 575-589.	3.6	411
7	Exchange hazards, relational reliability, and contracts in China: The contingent role of legal enforceability. <i>Journal of International Business Studies</i> , 2010, 41, 861-881.	4.6	394
8	How strategic orientations influence the building of dynamic capability in emerging economies. <i>Journal of Business Research</i> , 2010, 63, 224-231.	5.8	385
9	Alternative Origins to Interorganizational Trust: An Interdependence Perspective on the Shadow of the Past and the Shadow of the Future. <i>Organization Science</i> , 2008, 19, 39-55.	3.0	370
10	Technological capability, strategic flexibility, and product innovation. <i>Strategic Management Journal</i> , 2010, 31, 547-561.	4.7	360
11	The Effects of Business and Political Ties on Firm Performance: Evidence from China. <i>Journal of Marketing</i> , 2011, 75, 1-15.	7.0	331
12	Face consciousness and risk aversion: Do they affect consumer decision-making?. <i>Psychology and Marketing</i> , 2003, 20, 733-755.	4.6	313
13	Innovation, imitation, and new product performance: The case of China. <i>Industrial Marketing Management</i> , 2006, 35, 394-402.	3.7	303
14	Market orientation, competitive advantage, and performance: A demand-based perspective. <i>Journal of Business Research</i> , 2009, 62, 1063-1070.	5.8	300
15	When can you trust "trust"? Calculative trust, relational trust, and supplier performance. <i>Strategic Management Journal</i> , 2016, 37, 724-741.	4.7	284
16	Market orientation, job satisfaction, product quality, and firm performance: evidence from China. <i>Strategic Management Journal</i> , 2008, 29, 985-1000.	4.7	261
17	Competitive position, managerial ties, and profitability of foreign firms in China: an interactive perspective. <i>Journal of International Business Studies</i> , 2009, 40, 339-352.	4.6	251
18	Developing strategic orientation in China: antecedents and consequences of market and innovation orientations. <i>Journal of Business Research</i> , 2005, 58, 1049-1058.	5.8	247

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19	Deviant versus Aspirational Risk Taking: The Effects of Performance Feedback on Bribery Expenditure and R&D Intensity. <i>Academy of Management Journal</i> , 2019, 62, 1226-1251.	4.3	245
20	How foreign firms curtail local supplier opportunism in China: Detailed contracts, centralized control, and relational governance. <i>Journal of International Business Studies</i> , 2012, 43, 677-692.	4.6	231
21	Are relational ties always good for knowledge acquisition? Buyer-supplier exchanges in China. <i>Journal of Operations Management</i> , 2014, 32, 88-98.	3.3	209
22	How foreign firms achieve competitive advantage in the Chinese emerging economy: Managerial ties and market orientation. <i>Journal of Business Research</i> , 2010, 63, 856-862.	5.8	192
23	How Does Environmental Corporate Social Responsibility Matter in a Dysfunctional Institutional Environment? Evidence from China. <i>Journal of Business Ethics</i> , 2017, 140, 209-223.	3.7	189
24	Examining the Conditional Limits of Relational Governance: Specialized Assets, Performance Ambiguity, and Long-standing Ties. <i>Journal of Management Studies</i> , 2008, 45, 1195-1216.	6.0	185
25	Environmental Strategy, Institutional Force, and Innovation Capability: A Managerial Cognition Perspective. <i>Journal of Business Ethics</i> , 2019, 159, 1147-1161.	3.7	181
26	The effects of customer and competitor orientations on performance in global markets: a contingency analysis. <i>Journal of International Business Studies</i> , 2007, 38, 303-319.	4.6	157
27	On what should firms focus in transitional economies? A study of the contingent value of strategic orientations in China. <i>International Journal of Research in Marketing</i> , 2007, 24, 3-15.	2.4	155
28	Managing contracts for fairness in buyer-supplier exchanges. <i>Strategic Management Journal</i> , 2014, 35, 1508-1527.	4.7	148
29	Relational ties or customized contracts? An examination of alternative governance choices in China. <i>Journal of International Business Studies</i> , 2008, 39, 526-534.	4.6	145
30	Organizational changes in emerging economies: drivers and consequences. <i>Journal of International Business Studies</i> , 2006, 37, 248-263.	4.6	139
31	How does technological diversity in supplier network drive buyer innovation? Relational process and contingencies. <i>Journal of Operations Management</i> , 2015, 36, 165-177.	3.3	139
32	Relational mechanisms, formal contracts, and local knowledge acquisition by international subsidiaries. <i>Strategic Management Journal</i> , 2010, 31, 349-370.	4.7	132
33	NPD speed vs. innovativeness: The contingent impact of institutional and market environments. <i>Journal of Business Research</i> , 2013, 66, 2355-2362.	5.8	117
34	External learning, market dynamics, and radical innovation: Evidence from China's high-tech firms. <i>Journal of Business Research</i> , 2012, 65, 1226-1233.	5.8	105
35	A paradox of price-quality and market efficiency: a comparative study of the US and China markets. <i>International Journal of Research in Marketing</i> , 2002, 19, 349-365.	2.4	102
36	Broadening the foreign market entry mode decision: separating ownership and control. <i>Journal of International Business Studies</i> , 2003, 34, 473-488.	4.6	100

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37	How does strategic orientation matter in Chinese firms?. <i>Asia Pacific Journal of Management</i> , 2007, 24, 447-466.	2.9	99
38	Institutions and opportunism in buyer-supplier exchanges: the moderated mediating effects of contractual and relational governance. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 1014-1031.	7.2	98
39	The evolving role of managerial ties and firm capabilities in an emerging economy: evidence from China. <i>Journal of the Academy of Marketing Science</i> , 2014, 42, 581-595.	7.2	95
40	Is Product Imitation Good for Firm Performance? An Examination of Product Imitation Types and Contingency Factors. <i>Journal of International Marketing</i> , 2012, 20, 1-16.	2.5	83
41	How do enhanced and unique features affect new product preference? The moderating role of product familiarity. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 53-62.	7.2	76
42	Governing interfirm knowledge transfer in the Chinese market: The interplay of formal and informal mechanisms. <i>Industrial Marketing Management</i> , 2013, 42, 783-791.	3.7	60
43	Stakeholder Relationship Capability and Firm Innovation: A Contingent Analysis. <i>Journal of Business Ethics</i> , 2020, 167, 111-125.	3.7	59
44	A Contingent View of Partner Coopetition in International Joint Ventures. <i>Journal of International Marketing</i> , 2017, 25, 42-60.	2.5	56
45	Suppressing partner opportunism in emerging markets: Contextualizing institutional forces in supply chain management. <i>Journal of Business Research</i> , 2018, 90, 1-13.	5.8	50
46	Does customer participation hurt new product development performance? Customer role, product newness, and conflict. <i>Journal of Business Research</i> , 2020, 109, 246-259.	5.8	48
47	Exploitation and Exploration in International Joint Ventures: Moderating Effects of Partner Control Imbalance and Product Similarity. <i>Journal of International Marketing</i> , 2016, 24, 20-38.	2.5	47
48	Product newness and product performance in new ventures: Contingent roles of market knowledge breadth and tacitness. <i>Industrial Marketing Management</i> , 2019, 76, 231-241.	3.7	47
49	Customer Orientation or Competitor Orientation. <i>Cornell Hospitality Quarterly</i> , 2009, 50, 19-28.	2.2	45
50	Network-based market knowledge and product innovativeness. <i>Marketing Letters</i> , 2012, 23, 309-324.	1.9	42
51	Strategic Orientation, Foreign Parent Control, and Differentiation Capability Building of International Joint Ventures in an Emerging Market. <i>Journal of International Marketing</i> , 2014, 22, 30-49.	2.5	41
52	Active trust development of local senior managers in international subsidiaries. <i>Journal of Business Research</i> , 2006, 59, 73-80.	5.8	40
53	How Can International Ventures Utilize Marketing Capability in Emerging Markets? Its Contingent Effect on New Product Development. <i>Journal of International Marketing</i> , 2018, 26, 1-17.	2.5	37
54	Technological Capability Growth and Performance Outcome: Foreign versus Local Firms in China. <i>Journal of International Marketing</i> , 2013, 21, 1-16.	2.5	34

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55	E-platform use and exporting in the context of Alibaba: A signaling theory perspective. <i>Journal of International Business Studies</i> , 2021, 52, 1501-1528.	4.6	33
56	Supply chain management in emerging markets. <i>Journal of Operations Management</i> , 2016, 46, 1-4.	3.3	31
57	Government role, governance mechanisms, and foreign partner opportunism in IJVs. <i>Journal of Business Research</i> , 2017, 76, 98-107.	5.8	30
58	How does human capital foster product innovation? The contingent roles of industry cluster features. <i>Journal of Business Research</i> , 2021, 130, 335-347.	5.8	30
59	Global Brand Expansion. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 2007, 48, 13-27.	1.1	29
60	How to enhance supplier performance in China: An integrative view of partner selection and partner control. <i>Industrial Marketing Management</i> , 2016, 56, 156-166.	3.7	29
61	Interpersonal guanxi and partner extra-role behavior: Mediating role of relational and transactional governance strategy. <i>Industrial Marketing Management</i> , 2020, 91, 551-562.	3.7	27
62	Institutional forces and customer participation in new product development: A Yin-Yang perspective. <i>Industrial Marketing Management</i> , 2019, 82, 188-198.	3.7	26
63	The Origins of Trust Asymmetry in International Relationships: An Institutional View. <i>Journal of International Marketing</i> , 2020, 28, 81-101.	2.5	24
64	Inter-partner control, trust, and radical innovation of IJVs in China: A contingent governance perspective. <i>Industrial Marketing Management</i> , 2020, 88, 70-83.	3.7	23
65	How do incentives motivate absorptive capacity development? The mediating role of employee learning and relational contingencies. <i>Journal of Business Research</i> , 2018, 85, 226-237.	5.8	21
66	Alternative Origins to Interorganizational Trust: An Interdependence Perspective on the Shadow of the Past and the Shadow of the Future. <i>SSRN Electronic Journal</i> , 0, , .	0.4	19
67	Harmonizing conflict in husband-wife purchase decision making: perceived fairness and spousal influence dynamics. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 378-394.	7.2	18
68	Untangling the safeguarding and coordinating functions of contracts: Direct and contingent value in China. <i>Journal of Business Research</i> , 2017, 78, 184-192.	5.8	16
69	Is Interpersonal Guanxi Beneficial in Fostering Interfirm Trust? The Contingent Effect of Institutional- and Individual-Level Characteristics. <i>Journal of Business Ethics</i> , 2022, 176, 575-592.	3.7	16
70	Employee's Perceptions of Market Orientation in a Transitional Economy. <i>Journal of Global Marketing</i> , 2004, 17, 5-22.	2.0	15
71	Is Ambidextrous Innovation Strategy Beneficial to International Joint Venture Performance? Evidence from China. <i>Journal of International Marketing</i> , 2021, 29, 1-21.	2.5	14
72	How managerial ties affect hotels' proactive environmental practices in China: The contingent role of institutional environments. <i>International Journal of Hospitality Management</i> , 2021, 95, 102756.	5.3	13

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73	Belt and Road Initiative, globalization and institutional changes: implications for firms in Asia. <i>Asia Pacific Journal of Management</i> , 2022, 39, 843-856.	2.9	11
74	Drinking poison to quench thirst: Does bribery foster firm performance in China?. <i>Journal of Business Research</i> , 2022, 147, 505-517.	5.8	11
75	Asset specificity asymmetry and supplier opportunism in buyer-supplier exchanges. <i>Journal of Business Research</i> , 2022, 149, 85-100.	5.8	10
76	Social alienation in a transitional economy: Antecedents and impact on attitude toward social reform. <i>Journal of Business Research</i> , 2006, 59, 990-998.	5.8	9
77	Is failure the mother of success? Prior failure experience and cross-border M&A completion by emerging market firms. <i>Asia Pacific Journal of Management</i> , 2023, 40, 775-813.	2.9	8
78	Financial munificence, R&D intensity, and new venture survival: critical roles of CEO attributes. <i>Small Business Economics</i> , 2022, 59, 1641-1659.	4.4	5
79	Green Practices and Customer Evaluations of the Service Experience: The Moderating Roles of External Environmental Factors and Firm Characteristics. <i>Journal of Business Ethics</i> , 2023, 183, 237-253.	3.7	5
80	Loose lips sink ships: The double-edged effect of distributor voice on channel relationship performance. <i>Industrial Marketing Management</i> , 2022, 102, 141-152.	3.7	4
81	When more is better: a contingent view of alliance partner multiplicity and a focal firm's product innovation performance in China. <i>Innovation: Management, Policy and Practice</i> , 2021, 23, 507-533.	2.6	2
82	"When Can You Trust - Trust? Calculative Trust, Relational Trust, and Supplier Performance". <i>Proceedings - Academy of Management</i> , 2014, 2014, 10191.	0.0	2
83	The Dynamic Interplay of Contracts and Trust: Untangling Between- and Within-Dyad Effects. <i>Proceedings - Academy of Management</i> , 2018, 2018, 13812.	0.0	1
84	"Motivating Absorptive Capacity Development: The Roles of Incentives, Leadership, and Teamwork". <i>Proceedings - Academy of Management</i> , 2015, 2015, 18727.	0.0	1
85	Are Political Ties and Market Capabilities Complements or Substitutes for Firm Performance?. <i>Proceedings - Academy of Management</i> , 2016, 2016, 14833.	0.0	1
86	When Benefits are Lost: Contextualizing CSR, Marketing Capability, and Firm Performance in China. <i>Proceedings - Academy of Management</i> , 2020, 2020, 19824.	0.0	1
87	The Dyadic Governance: Joint Trust, Trust Asymmetry, and Exchange Performance. <i>Proceedings - Academy of Management</i> , 2017, 2017, 12003.	0.0	0
88	Compliance or Resistance: Firms' responses to Corruption and Performance in an Emerging Economy. <i>Proceedings - Academy of Management</i> , 2015, 2015, 12282.	0.0	0
89	Exploitative-Explorative Strategy in IJVs: Moderating Role of Partner Competition and Coordination. <i>Proceedings - Academy of Management</i> , 2015, 2015, 16344.	0.0	0
90	Product innovativeness and product performance of new ventures in China. <i>Proceedings - Academy of Management</i> , 2016, 2016, 16044.	0.0	0

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91	The Effect of Institutional Environment and Governance Choices on IJV Foreign Partner Opportunism. Proceedings - Academy of Management, 2016, 2016, 15706.	0.0	0
92	Is Ambidexterity Strategy Beneficial to International Joint Venture Performance. Proceedings - Academy of Management, 2018, 2018, 13810.	0.0	0
93	Political and Economic Institutions: The Effect of State Ownership on Foreign Direct Investment (WITHDRAWN). Proceedings - Academy of Management, 2019, 2019, 10338.	0.0	0
94	Is Money Always Good for New Venture R&D and Survival? The Dark Side of Financial Munificence. Proceedings - Academy of Management, 2019, 2019, 19164.	0.0	0