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ACADEMIC EDUCATION

- 1981 B.Sc in Business Administration (specializing in Accounting), Department of Business Administration, *Athens University of Economics and Business*, Greece.
- 1982 M.Sc in Business Administration, School of Management, *University of Bath*, United Kingdom.
- 1985 B.A in Economics, Department of Economics, *Athens University of Economics and Business*, Greece.
- 1986 Ph.D in Marketing (focusing on International Marketing and Relationship Marketing), School of Management, *University of Bath*, United Kingdom.

RESEARCH POSITIONS

- 1987-0 Marketing Analyst/Consultant, responsible for the design, analysis, implementation, and control of research and consulting on a wide range of marketing issues, *Middle East Marketing Research Bureau Ltd* (research and consultancy group), Cyprus.
- 1990-2 Country Manager, responsible for the overall management of a large variety of research projects pertaining to marketing, economic, and socio-political issues, *Marketing Research Center (Hellas) Ltd* (marketing research agency), Greece.

ACADEMIC POSTS

- 1992-6 Assistant Professor of marketing, Department of Public and Business Administration, School of Economics and Management, *University of Cyprus*, Cyprus.
- 1996-1 Associate Professor of marketing, Department of Public and Business Administration, School of Economics and Management, *University of Cyprus*, Cyprus.
- 2001- Professor of marketing, Department of Business and Public Administration, School of Economics and Management, *University of Cyprus*, Cyprus.

VISITING RESEARCH APPOINTMENTS

- 1998 Visiting Research Fellow in marketing, Marketing Division, Cardiff Business School, *University of Cardiff*, United Kingdom.
- 2004- Principal Research Fellow in marketing, Marketing Division, Leeds University Business School, *University of Leeds*, United Kingdom.
- 2015- Docent Professor in international marketing, Department of Marketing, *University of Vaasa*, Finland.

RESEARCH INTERESTS

International marketing: Export development process - Export stimuli and barriers - Export information - Environmental, organizational, and managerial effects on export behavior - Country of origin effects.
Relationship marketing: Exporter-importer working relationship - Behavioral aspects of distribution channels - Industrial buyer-seller relationships - Influence strategies.
Strategic marketing: Market-oriented marketing strategy - International marketing strategy - Supply chain management integration - Measurement of business performance.
Socially-responsible marketing: Green/ethical consumer behavior - Eco-friendly marketing strategy - Ethical issues in business strategy - Green advertising - Corporate social responsibility – Fair trade.
Marketing in emerging economies: Evolution of the marketing thought - Marketing practices in the Middle East - Consumer buyer behavior in Eastern Europe - Export/import marketing in Asia

EDITORIAL BOARD MEMBERSHIP

Industrial Marketing Management (UK) - *International Marketing Review* (UK) - *Journal of Business Research* (US) - *Journal of International Business Studies* (US) - *Journal of International Marketing* (US) - *Journal of Management Studies* (UK) - *Journal of Strategic Marketing* (UK) - *Management International Review* (GM).

DOCTORAL THESIS SUPERVISION

- 2016 “Antecedents and outcomes of a socially-responsible supply chain strategy” – A research conducted among 208 US supply chains based on a model anchored on the resource-based view and industrial organization theory, which comprises resources, capabilities, socially responsible orientation, socially responsible business strategy, competitive advantage, and social and business performance.
- 2017 “Drivers and outcomes of an ethical export marketing strategy: A resource-based and institutional perspective” - A research carried out among 203 British exporters aiming to identify those organizational resources and capabilities driving an ethically-based export marketing strategy and its effects on competitive advantage and performance.
- 2018 “Essays on macro and micro environmental considerations in the tourism sector” – A study examining the impact of eco-friendly practices of recreational firms on performance at both the country and corporate level using secondary data analysis.
- 2019 “Selecting, managing, and controlling international distribution channels: An institutional approach” - A research carried out among 250 Norwegian exporters aiming to identify the antecedents of selecting/managing/controlling distribution outlets in foreign markets and the performance outcomes of it.

SCHOLARLY RECOGNITION

- 2003 Ranked as the 9th most prolific contributor of articles published in the *Journal of International Marketing* during the period 1992-2002.
- 2005 Ranked as the 8th most prolific contributor of articles published in the *International Marketing Review* during the period 1992-2002.
- 2006 Recipient (with C.S. Katsikeas and N.F. Piercy) of the 2006 Hans B. Thorelli 5-Year Award of the American Marketing Association for an article published in the *Journal of International Marketing*.
- 2007 Ranked among 2,495 academics as the 10th most prolific author in international business in the top six International Business journals during the period 1996-2006.
- 2008 Classified among the top ten reviewers who have provided the most insightful, helpful, and constructive contributions to the review process of the *International Marketing Review* during the period 2005-2007.
- 2009 Ranked among 868 academics as one of the top five contributors of Exporting-related articles published in academic business journals during the period 1960-2007.
- 2010 Recipient (with C.N. Leonidou) of the Best Overall Conference Paper Award for a paper presented at the *Academy of Marketing Conference*.
- 2012 Ranked among 449 academics as one of the top five contributors of Importing-related articles published in academic business journals during the period 1960-2010.
- 2013 Ranked among the top ten most prolific contributors of articles published in the *International Marketing Review* during the period 1983-2011.
- 2013 Recipient (with B. Aykol) of the Tourism Marketing Track Best Paper Award for a Paper presented at the *Academy of Marketing Conference*.
- 2014 Ranked in the 39th position worldwide among 4,857 International Business scholars based on weighted normalized citations during the period 1995-2011.
- 2015 Recognized by the American Marketing Association among the top three outstanding reviewers of the *Journal of International Marketing*, who had more reviews than average, completing them in a very timely fashion, and having a particularly and consistently high level of quality.
- 2016 Ranked as the 8th most cited Greek scholar from all scientific disciplines and all academic institutions based in Cyprus
- 2017 Recipient (with B. Aykol, T. Fotiadis, and P. Christodoulides) of the International Marketing Track Best Paper Award for a paper presented at the *Academy of Marketing Conference*.
- 2017 Recognized by the American Marketing Association among the top three outstanding reviewers of the *Journal of International Marketing*, who had more reviews than average, completing them in a very timely fashion, and having a particularly and consistently high level of quality.
- 2017 Ranked as the most impactful scholar of research on export barriers based on a bibliometric study covering the period 1977-2017.
- 2017 Finalist (with C.S. Katsikeas, N. Morgan, and T. Hult) for the 2017 Shelby D. Hunt / Harold H. Maynard Award for the best paper in the *Journal of Marketing*.
- 2018 Ranked among 2,333 academics as the 3rd most prolific author of International Marketing articles published in the top six International Business journals during the period 1995-2015.
- 2018 Ranked among 305 academics as the 1st most productive author of articles focusing on Exporter-Importer Business Relationships published during the period 1975-2017.
- 2018 Winner of the Research Excellence Award for being the most productive researcher of the School of Economics and Management of the University of Cyprus for the period 2015-2017.
- 2019 Ranked among 404 academics as the 3rd most prolific author of articles focusing on socially-responsible international business published in the top eight International Business journals during the period 1995-2017.
- 2019 Finalist (with B. Aykol and A. Zeriti) for the American Marketing Association 2019 Hans B. Thorelli 5-Year Award for the best paper in the *Journal of International Marketing*.

BOOKS

- 1990 *Marketing in Saudi Arabia: Developing strategies for business success*, London: Business International Ltd, 132 pp. (Special Report No 2052) - Citations: 0
- 2019 *The evolution of newspaper advertising in Cyprus in the twentieth century: A historical, sociological, and business perspective* (in both Greek and English) (with M. Sophocleous), Afi Publishing, 300 pp. (ISBN: xxx-x-xxx-xxxx-x) - Citations: 0
- 2018 *Advances in global marketing: A research anthology* (with C.S. Katsikeas, S. Samiee, and B. Aykol), Germany: Springer Publishing Company, 517 pp. (ISBN: 978-3-319-61384-0) - Citations: 1
- 2019 *Socially-responsible international business: Critical issues and the way forward*, (with C.S. Katsikeas, S. Samiee, and C.N. Leonidou), United Kingdom: Edward Elgar Publishing, 507 pp. (ISBN: xxx-x-xxx-xxxx-x) - Citations: 0

BOOK CHAPTERS

- 1987 "Managing export development between industrialized and developing countries" (with I.D. Ford *et al.*). In *International export entry and expansion*, edited by P.J. Rosson and S.D. Reid, New York: Praeger Publishers, pp. 71-90. (ISBN 0-275-92361-4) - Citations: 2
- 1990 "Channels of distribution in foreign markets" (in Greek). In *Topics in exports and international business development*, edited by C.C. Kanellopoulos, Athens: International Publishing, pp. 292-308. (ISBN 960-84044-03-7) - Citations: 0

- 1990 "The promotional network in foreign markets" (in Greek). In *Topics in exports and international business development*, edited by C.C. Kanellopoulos, Athens: International Publishing, pp. 309-325. (ISBN 960-84044-03-7) - Citations: 0
- 1991 "Research developments in international marketing: A European perspective" (with I.D. Ford). In *New perspectives on international marketing*, edited by S.J. Paliwoda, London: Routledge, pp. 3-32. (ISBN 0-415-05344-7) – Citations: 157 (3 in textbooks)
- 2009 "Research into exporting: Theoretical, methodological, and empirical issues" (with C.S. Katsikeas and S. Samiee). In *Handbook of International Marketing*, edited by M. Kotabe and K. Helsen, London: Sage Publications, pp. 165-182. (ISBN 978-1-4129-3428-2) - Citations: 13
- 2010 "Strategic export marketing: Achieving success in a harsh environment" (with C.S. Katsikeas). In *Wiley International Encyclopaedia of Marketing*, edited by D. Bello and D. Griffith, New York: John Wiley and Sons, pp. xx-xx. (ISBN 9781444316568) – Citations: 3
- 2011 "Relevance and rigor in international marketing research: Developments in product and brand origin line of inquiry" (with S. Samiee). In *Handbook of Research in International Marketing*, edited by S.C. Jain and D.A. Griffith, London: Edward Elgar Publishing Company, pp. 68-87. (ISBN 978-1-84980-302-1) - Citations: 22
- 2012 "Born global or simply rapidly internationalizing? A review, critique, and future prospects" (with S. Samiee). In *Handbook of Research on Born Globals*, edited by M. Gabrielsson and V.H.M. Kirpalani, London: Edward Elgar Publishing, pp. 16-35. (ISBN 978-1-84844-953-4) - Citations: 26
- 2014 "Exploring the theoretical foundations of the exporter-importer working relationship" (with S. Samiee and B. Aykol). In *Research Handbook of Exporting*, edited by C.C. Julian, London: Edward Elgar Publishing Company, pp. 403-430. (ISBN 978-1-84980-302-1) - Citations: 0
- 2015 "Using national export promotion programs to assist smaller firm's international entrepreneurial initiatives" (with S. Samiee and V. Gendres). In *Handbook of Research on International Entrepreneurship Strategy: Improving SME Performance Globally*, edited by V. Kirpalani and P. Ghauri, London: Edward Elgar Publishing Company, pp. 239-252. (ISBN 978-1-84980-302-1) - Citations: 10
- 2018 "International marketing research: A state-of-the-art review and the way forward" (with C.S. Katsikeas, S. Samiee, and B. Aykol). In *Advances in global marketing: A research anthology*, edited by L.C. Leonidou, C.S. Katsikeas, S. Samiee, and B. Aykol, Germany: Springer, pp. 3-33. (ISBN 978-3-319-61384-0) - Citations: 2
- 2019 "Socially-responsible international business: Review, synthesis, and directions" (with C.S. Katsikeas, S. Samiee, and C.N. Leonidou). In *Socially-responsible international business: Critical issues and the way forward*, edited by L.C. Leonidou, C.S. Katsikeas, S. Samiee, and C.N. Leonidou, United Kingdom: Edward Elgar Publishing, pp. xx-xx. (ISBN xxx-x-xxxx-xxx-x)

JOURNAL ARTICLES

- 1988 "Export initiation by indigenous manufacturers in a small developing economy: The case of Cyprus", *Spoudai* (GR), Vol. 38, No. 1-2, pp. 63-78. (ISSN 1105-8919 - Piraeus Graduate School of Industrial Studies) - Citations: 24
- 1988 "Factors affecting the decision to purchase from Third World manufacturers: The British experience", *European Management Journal* (UK), Vol. 6, No. 3, pp. 262-268. (ISSN 0263-2373 - Basil Blackwell) - Citations: 26
- 1989 "The exporter-importer dyad: An investigation", *Journal of Managerial Psychology* (UK), Vol. 4, No. 2, pp. 17-23. (ISSN 0268-3946 - MCB University Press) – Citations: 27
- 1989 "Behavioral aspects of the exporter-importer relationship: The case of Cypriot exporters and British importers", *European Journal of Marketing* (UK), Vol. 23, No. 7, pp. 17-33. (ISSN 0309-0566 - MCB University Press) - Citations: 69
- 1991 "Marketing in the Gulf States", *Management Decision* (UK), Vol. 39, No. 8, pp. 20-35. (ISSN 0025-1747 - MCB University Press) - Citations: 11
- 1992 "Understanding the Russian consumer", *Marketing & Research Today* (NL), Vol. 20, No. 1, pp. 75-83. (ISSN 0923-5957 - European Society of Opinion and Marketing Research) - Citations: 12
- 1995 "Export barriers: Non-exporters' perceptions", *International Marketing Review* (UK), Vol. 12, No. 1, pp. 4-25. (ISSN 0265-1335 - MCB University Press) - **Classified as the eighth most cited article on export barriers (out of a total of 92) published during the period 1971-2016** - Citations: 339 (1 in a textbook)
- 1995 "Empirical research on export barriers: Review, assessment, and synthesis", *Journal of International Marketing* (US), Vol. 3, No. 1, pp. 29-43. (ISSN 1069-031X - Michigan State University Press) - Citations: 422 (3 in textbooks)
- 1995 "Export stimulation research: Review, evaluation, and integration", *International Business Review* (UK), Vol. 4, No. 2, pp. 133-156. (ISSN 0969-5931 - Pergamon/ Elsevier Science) - Citations: 191 (1 in a textbook)
- 1995 "Marketing research in the Gulf States: A practical appraisal" (with N.J. Rossides), *Journal of the Market Research Society* (UK), Vol. 37, No. 4, pp. 455-467. (ISSN 0025-3618 - Market Research Society) - Citations: 3
- 1995 "Export stimulation: A non-exporter's perspective", *European Journal of Marketing* (UK), (Special issue on Export Marketing), Vol. 29, No. 8, pp. 18-35. (ISSN 0309-0566 - MCB University Press) - Citations: 77
- 1995 "The Saudi distribution system: Structure, operation, and behavior", *Marketing Intelligence & Planning* (UK), Vol. 13, No. 11, pp. 27-35. (ISSN 0263-4503 - MCB University Press) - Citations: 23
- 1996 "Export market expansion strategy: Differences between market concentration and market spreading" (with C.S. Katsikeas), *Journal of Marketing Management* (UK) (Special issue on *Exploring marketing planning*), Vol. 12, No. 1-3, pp. 113-134. (ISSN 0267-257X - The Dryden Press) - Citations: 60 (2 in textbooks)
- 1996 "International supplier selection: The relevance of import involvement" (with C.S. Katsikeas), *Journal of Global Marketing* (US), Vol. 9, No. 2, pp. 23-45. (ISSN 8091-1762 - International Business Press) - Citations: 25

- 1996 "Unveiling the marketing scene in Saudi Arabia: From sellers' to buyers' conditions", *Journal of International Marketing and Marketing Research* (UK), Vol. 21, No. 3, pp. 123-144. (ISSN 1010-7347 - European Marketing Association) - Citations: 9
- 1996 "The export development process: An integrative review of empirical models" (with C.S. Katsikeas), *Journal of International Business Studies* (US), Vol. 27, No. 3, pp. 517-551. (ISSN 0047-2506 - Academy of International Business) - **Classified as the third most influential article in the international business discipline during the period 1996-2006 - Ranked as the seventh most cited article in the exporting field during the period 1960-2007 - Ranked as the eighth most influential international marketing article during the period 1995-2015 - Reprinted in 2006 in *International Marketing*, edited by M. Kotabe, Sage Publications** - Citations: 1290 (5 in textbooks)
- 1996 "Exploring the consumer in former Soviet republics: Purchasing characteristics and patterns" (with C.S. Katsikeas), *Journal of East-West Business* (US), Vol. 2, No. 3/4, pp. 79-101. (ISSN 1066-9868 - International Business Press) - Citations: 6
- 1996 "Product standardization or adaptation: The Japanese approach", *Journal of Marketing Practice: Applied Marketing Science* (UK), Vol. 2, No. 4, pp. 55-73. (ISSN 1255-2538 - MCB University Press) - Citations: 64 (2 in textbooks)
- 1997 "Export information sources: The role of organizational and internationalization influences" (with C.S. Katsikeas), *Journal of Strategic Marketing* (UK), Vol. 3, No. 2, pp. 1-23. (ISSN 0965-254X - Chapman and Hall) - Citations: 54
- 1997 "Finding the right information mix for the export manager", *Long Range Planning* (UK), Vol. 30, No. 4, pp. 572-584. (ISSN 0024-6301 - Pergamon/Elsevier Science) - Citations: 47
- 1997 "Stimuli and barriers to global business: Exporters versus importers", *Journal of Global Business* (US), Vol. 8, No. 15, pp. 15-32. (ISSN 1053-7287 - Association of Global Business) - Citations: 5
- 1998 "Organizational determinants of exporting: Conceptual, methodological, and empirical insights", *Management International Review* (GM), (Special issue on *Challenges and solutions for international marketing management*), Vol. 38, No. 1, pp. 7-52. (ISSN 0938-8249 - Gabler Verlag) - Citations: 125
- 1998 "Factors stimulating export business: An empirical investigation", *Journal of Applied Business Research* (US), Vol. 14, No. 2, pp. 43-68. (ISSN 0892-7626 - Western Academic Press) - Citations: 116
- 1998 "Identifying managerial influences on exporting: Past research and future directions", (with C.S. Katsikeas and N.F. Piercy), *Journal of International Marketing* (US), Vol. 6, No. 2, pp. 74-102. (ISSN 1069-031X - American Marketing Association) - **Received the 2006 Hans B. Thorelli 5-Year Award of the American Marketing Association** - Citations: 554 (1 in a textbook)
- 1998 "Exploring import stimulation behavior: The case of Cypriot importers", *Journal of Supply Chain Management* (US), Vol. 34, No. 3, pp. 37-49. (ISSN 1055-6001 - National Association of Purchasing Management) - Citations: 22
- 1998 "Behavioral aspects of international buyer-seller relationships: Their association with export involvement" (with A.A. Kaleka), *International Marketing Review* (UK), (Special issue on *Advances in export marketing theory and practice*), Vol. 15, No. 5, pp. 373-397. (ISSN 0265-1335 - MCB University Press) - Citations: 164
- 1999 "Bulgarian consumers' perceptions of products made in Asia Pacific" (with J.S. Hadjimarcou, A.A. Kaleka, and G.T. Stamenova), *International Marketing Review* (UK), Vol. 16, No. 2, pp. 126-142. (ISSN 0265-1235 - MCB University Press) - Citations: 99
- 1999 "Types and sources of export information: Insights from small business" (with A.S. Florou-Adams), *International Small Business Journal* (UK), Vol. 17, No. 3, pp. 32-50. (ISSN 0266-2426 - Woodcock Publications) - **Classified among the 30 most frequently cited articles published in *International Small Business Journal*** - Citations: 86
- 1999 "Barriers to international purchasing: The relevance of firm characteristics", *International Business Review* (UK), Vol. 8, No. 3, pp. 487-512. (ISSN 0969-5731 - Pergamon/Elsevier Publishing) - **Reprinted in 2005 in *Global Supply Chain Management*, edited by M. Kotabe and M.J. Mol, Edward Elgar Publishing Ltd** - Citations: 37
- 2000 "Barriers to export management: An organizational and internationalization analysis", *Journal of International Management* (US), Vol. 6, No. 2, pp. 1-28. (ISSN 1075-4253 - North-Holland) - Citations: 169
- 2000 "Firm-level export performance assessment: Review, evaluation, and development", (with C.S. Katsikeas and N.A. Morgan), *Journal of the Academy of Marketing Science* (US), Vol. 28, No. 4, pp. 493-511. (ISSN 0092-0703 - Sage Publications, Inc) - **Classified among the top 15 influential articles published in the *Journal of the Academy of Marketing Science* during the period 1998-2004 - Ranked as the twentieth most cited article in the exporting field during the period 1960-2007** - Citations: 909 (1 in a textbook)
- 2002 "Marketing strategy determinants of export performance: A meta-analysis" (with C.S. Katsikeas and S. Samiee), *Journal of Business Research* (US), Vol. 55, No. 1, pp. 51-67. (ISSN 0148-2963 - Elsevier Science Inc.) - **Reprinted in 2006 in *International Marketing*, edited by M. Kotabe, Sage Publications** - Citations: 817 (1 in a textbook)
- 2002 "Building successful export business relationships: A behavioral perspective" (with C.S. Katsikeas and J.S. Hadjimarcou), *Journal of International Marketing* (US), Vol. 10, No. 3, pp. 96-115. (ISSN 1069-031X - American Marketing Association) - Citations: 166 (4 in textbooks)
- 2002 "Factors influencing international joint venture performance: Theoretical perspectives, assessment, and future directions" (with M.J. Robson and C.S. Katsikeas), *Management International Review* (GM), Vol. 42, No. 4, pp. 385-418. (ISSN 0938-8249 - Gabler Verlag) - **Reprinted in 2006 in *International Marketing*, edited by M. Kotabe, Sage Publications** - Citations: 196
- 2002 "Doing business with major U.S. trading partners: Background, influence strategies, and performance" (with J.S. Kaminarides and J.S. Hadjimarcou), *Journal of Global Business* (US), Vol. 13, No. 24, pp. 5-14. (ISSN 1053-7287 - Association of Global Business) - Citations: 1
- 2003 "Standardization versus adaptation of international marketing strategy: An integrative assessment of the empirical research" (with M. Theodosiou), *International Business Review* (Special issue on *Advances in international marketing theory and practice*) (UK), Vol. 12, No. 2, pp. 141-171. (ISSN 0969-5931 - Pergamon/Elsevier Publishing) - **Classified as the mostly downloaded article published in *International Business Review* by ScienceDirect. Reprinted in 2007 in *International***

Marketing: Modern and classic papers, edited by S. Paliwoda and J.K. Ryans, Jr, Edward Elgar Publishing Ltd - Citations: 447 (3 in textbooks)

- 2003 "Overcoming the limits of exporting research using the relational paradigm", *International Marketing Review* (UK) (Viewpoint), Vol. 20, No. 2, pp. 129-141. (ISSN 0265-1335 - MCB University Press) - Citations: 77
- 2003 "The role of foreign customer influences in building relationships with U.S. exporting SMEs" (with C.S. Katsikeas), *Long Range Planning* (UK), Vol. 36, No. 3, pp. 221-330. (ISSN 0024-6301 - Pergamon/Elsevier Science) - Citations: 10
- 2004 "The export marketing information system: An integration of the extant knowledge" (with M. Theodosiou), *Journal of World Business* (US), Vol. 39, No. 1, pp. 12-36. (ISSN 1090-9516 - Elsevier Publishers) - **Classified among the mostly downloaded articles published in Journal of World Business by ScienceDirect** - Citations: 140 (1 in a textbook)
- 2004 "An analysis of the barriers hindering small business export development", *Journal of Small Business Management* (US), Vol. 24, No. 3, pp. 279-302. (ISSN 0047-2778 - International Council for Small Business/Wiley) - **Classified as the most impactful article on research on export barriers - Classified as the third annually most cited article in Journal of Small Business Management - Selected by OECD to provide the basis for conducting a study among its member states on Removing Barriers to SME Access to International Business** - Citations: 780 (1 in a textbook)
- 2004 "Industrial manufacturer-customer relationships: The discriminating role of the buying situation", *Industrial Marketing Management* (US), Vol. 33, No. 3, pp. 731-742. (ISSN 0019-8501 - Elsevier Science, Inc.) - Citations: 54
- 2004 "An analysis of U.S. small and medium-sized manufacturers' international business relationships" (with J.S. Kaminarides and J.S. Hadjimarcou), *Thunderbird International Business Review* (US), Vol. 46, No. 5, pp. 545-573. (ISSN 1520-6874 - Wiley Periodicals Inc.) - Citations: 12
- 2005 "Industrial buyers' influence strategies: Buying situation differences", *Journal of Business & Industrial Marketing* (US), Vol. 20, No. 1, pp. 33-42. (ISSN 0885-8624 - MCB University Press) - Citations: 47
- 2006 "An integrated model of the behavioral dimensions of industrial buyer-seller relationships" (with D. Paliawadana and M. Theodosiou), *European Journal of Marketing* (UK), Vol. 40, No. 1/2, pp. 145-173. (ISSN 0309-0566 - MCB University) - Citations: 110
- 2006 "Exporter-importer relationship quality: The inhibiting role of uncertainty, distance, and conflict" (with B.R. Barnes and M.A. Talias), *Industrial Marketing Management* (UK), (Special issue on *Global marketing of industrial products*), Vol. 35, No. 5, pp. 576-588. (ISSN 0019-8501 - Elsevier Science, Inc.) - Citations: 188
- 2006 "An integrated framework of newspaper advertising: A longitudinal analysis" (with S.A. Spyropoulou, C.N. Leonidou, and J. Reast), *Journal of Marketing Management* (UK), Vol. 22, No. 7-8, pp. 759-797. (ISSN 0267-257X - The Dryden Press) - Citations: 7
- 2007 "The international marketing environment: Textbook content versus educators' views" (with J.S. Kaminarides and P. Panayides), *Journal of Teaching in International Business* (US), Vol. 18, No. 2&3, pp. 101-131. (ISSN 0897-5930 - International Business Press) - Citations: 7
- 2007 "An analytical review of the factors stimulating smaller firms to export: Implications for policy-makers" (with C.S. Katsikeas, D. Paliawadana, and S. Spyropoulou), *International Marketing Review* (UK), Vol. 24, No. 6, pp. 735-770. (ISSN 0265-1335 - MCB-University Press) - **Classified among the ten most highly cited contributions in International Marketing Review** - Citations: 334
- 2007 "British consumers' evaluations of U.S. versus Chinese goods: A multi-level and multi-cue comparison" (with D. Paliawadana and M.A. Talias), *European Journal of Marketing* (UK), Vol. 41, No. 7-8, pp. 786-820. (ISSN 0309-0566 - MCB University Press) - Citations: 80
- 2008 "Exercised power as a driver of trust and commitment in cross-border industrial buyer-seller relationships" (with M.A. Talias and C.N. Leonidou), *Industrial Marketing Management* (US), (Special issue on *Global relationships, partnerships, and alliances for improved distribution effectiveness in industrial markets*), Vol. 37, No. 1, pp. 92-103. (ISSN 0019-8501 - Elsevier Science, Inc.) - Citations: 189
- 2009 "Rational versus emotional appeals in newspaper advertising: Copy, art, and layout differences" (with C.N. Leonidou), *Journal of Promotion Management* (US), Vol. 15, No. 3&4, pp. 522-546. (ISSN 1049-6491 - Routledge) - Citations: 42
- 2009 "Fifteen good years: An analysis of publications in Management International Review" (with D. Coudounaris, O. Kvasova, L. Pitt, and D. Nel), *Management International Review* (GM), Vol. 49, No. 5, pp. 671-684. (ISSN 0938-8249 - Gabler Verlag) - Citations: 16
- 2010 "Five decades of business research into exporting: A bibliographic analysis" (with C.S. Katsikeas and D. Coudounaris), *Journal of International Management* (US), (Special issue on *50 years of International Business research*), Vol. 16, No. 1, pp. 78-91. (ISSN 1075-4253 - North-Holland) - **Classified among the most highly cited contributions in Journal of International Management** - Citations: 178
- 2010 "Opportunism as the inhibiting trigger for developing long-term oriented Western exporter-Hong Kong importer relationships" (with B.R. Barnes, N.Y.M. Siu, and C.N. Leonidou), *Journal of International Marketing* (US), Vol. 18, No. 2, pp. 35-63. (ISSN 1069-031X - American Marketing Association) - Citations: 72
- 2010 "Assessing the contribution of leading mainstream marketing journals to the international marketing discipline" (with B.R. Barnes, S. Spyropoulou, and C.S. Katsikeas), *International Marketing Review* (UK), Vol. 27, No. 5, pp. 491-518. (ISSN 0265-1235 - MCB University Press) - Citations: 50
- 2010 "Integrative assessment of exporting research in business journals during the period 1960-2007" (with C.S. Katsikeas), *Journal of Business Research* (US), Vol. 63, No. 8, pp. 879-887. (ISSN 0148-2963 - Elsevier Science Inc.) - Citations: 95
- 2010 "Antecedents and outcomes of consumer environmentally-friendly attitudes and behavior" (with C.N. Leonidou and O. Kvasova), *Journal of Marketing Management* (UK), Vol. 26, No. 13-14, pp. 1319-1344. (ISSN 0267-257X - Taylor & Francis) - Citations: 205

- 2011 "Evaluating the green advertising practices of international firms: A trend Analysis" (with C.N. Leonidou, D. Paliawadana, and M. Hultman), *International Marketing Review* (UK), Vol. 28, No. 1, pp. 6-33. (ISSN 0265-1235 - MCB University Press) - Citations: 140
- 2011 "Research into environmental marketing/management: A bibliographic analysis" (with C.N. Leonidou), *European Journal of Marketing* (UK), Vol. 45, No. 1-2, pp. 68-103. (ISSN 0309-0566 – MCB University Press) - Citations: 197
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- 1994 "Empirical research on export barriers: Review and synthesis", *23rd European Marketing Academy Conference*, Maastricht, Netherlands.
- 1995 "The internationalization process of the firm: A critical assessment", *24th European Marketing Academy Conference*, Paris, France.

- 1996 "Managerial influences on export behavior: Conceptual, methodological, and empirical insights" (with C.S. Katsikeas), *25th European Marketing Academy Conference*, Budapest, Hungary.
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- 1997 "Export information behavior: Relating information needs with sources" (with C.S. Katsikeas), *26th European Marketing Academy Conference*, Warwick, United Kingdom.
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- 2005 "The global marketing environment: Synthesizing knowledge in academic textbooks" (with J. Kaminarides), *Association of Global Business Conference*, Miami, United States.
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- 2013 "Organizational capabilities drivers and performance implications of green competitive advantage in global hotel chains" (with C.N. Leonidou, T. Fotiadis, and B. Aykol), *42nd European Marketing Academy Conference*, Istanbul, Turkey.
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- 2013 "Behavioral aspects of the exporter-importer working relationship: A meta-analysis" (with S. Samiee, B. Aykol, and M. Talias), *Academy of International Business Conference*, Istanbul, Turkey.

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- 2015 “Behavioral aspects of buyer-seller relationship: A meta-analysis” (with B. Aykol, C. Medlin, and M. Talias), *Winter American Marketing Association Conference*, Texas, USA.
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- 2018 “Governance drivers and performance outcomes of sustainability practices among multinational firms in the hospitality sector” (with A. Ioannidis and K. Chalvatzis), *3rd International Conference on Marketing, Strategy and Policy*, London, United Kingdom.
- 2018 “Antecedents and outcomes of consumer country-of-origin perceptions: A meta-analysis” (with S. Samiee, B. Aykol, and N. Korfiatis), *2nd AMA Global Marketing SIG Conference*, Santorini, Greece.
- 2018 “Forty years of research on exporter-importer relationships: A review” (with B. Aykol), *2nd AMA Global Marketing SIG Conference*, Santorini, Greece.
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- 2018 “Infidelity in inter-organizational marketing relationships: An application of the marital metaphor” (with B. Aykol, J. Hadjimarcou, and D. Paliawadana), *34th Annual IMP Conference*, Marseilles, France.
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- 2019 “Antecedents of electronic export performance” (with J.S. Eduardsen and S. Marinova), *AIB Conference*, Copenhagen, Denmark.
- 2019 “Synthesizing and expanding research on social media marketing” (with F.F. Li and J. Larimo), *48th EMAC Annual Conference*, Hamburg, Germany.
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CITATION STATISTICS

GOOGLE citations: 11,442 - Cites/year: 369.10 - Cites/paper: 116.76 - Authors/paper: 2.58 - h-index: 47 - g-index: 96
WEB OF SCIENCE citations: 2,849 - Cites/year: 118.71 - Cites/paper: 49.98 - Authors/paper: 2.58 - h-index: 27 - g-index: 57