

# International Marketing Research: A State-of-the-Art Review and the Way Forward

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**Table 2** Most prolific authors of international marketing articles published during the period 1995–2015

	Author	Institution	Country	Absolute number of articles	Adjusted number of articles	Number of Google Scholar citations
1.	S. Tamer Cavusgil	Georgia State University	USA	50	17.55	6044
2.	David A. Griffith	Lehigh University	USA	44	18.08	4231
3.	Leonidas C. Leonidou	University of Cyprus	Cyprus	28	12.90	4302
4.	Adamantios Diamantopoulos	University of Vienna	Austria	27	11.01	3657
5.	Masaaki Kotabe	Temple University	USA	25	9.42	4765
6.	Constantine S. Katsikeas	University of Leeds	United Kingdom	24	10.37	3939
7.	Janet Y. Murray	University of Missouri-St. Louis	USA	19	8.00	1939
8.	Susan P. Douglas	New York University	USA	17	8.00	2297
9.	Lawrence S. Welch	University of Melbourne	Australia	17	6.53	2416
10.	Paul D. Ellis	Hong Kong Polytechnic University	Hong Kong	16	13.5	1830
11.	C. Samuel Craig	New York University	USA	16	7.17	2045
12.	Bodo B. Schlegelmilch	WU Vienna	Austria	16	6.42	1966
13.	Shaoming Zou	University of Missouri	USA	16	5.87	2743
14.	Rudolf R. Sinkovics	University of Manchester	United Kingdom	16	5.53	1049
15.	Matthew J. Robson	University of Leeds	United Kingdom	15	5.37	729