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FORMATION

2015 : PhD, Sciences Economiques et Sociales, Marketing, Corvinus University of Budapest, HONGRIE

Does market orientation ensure a sustainable competitive advantage in a rapidly changing environment? The strategic adaptation of businesses to environmental conditions during the years of the economic transition

PUBLICATIONS SCIENTIFIQUES

Articles classés

NAGY, G., Z. BILGIN-WÜHRER, H. AKROUT, E. LIOLIOU, K. M. KATHARINA MARIA HOFER, J. BERACS, "Achieving high international market performance via simple vs complex configuration of international managerial network ties: A set theoretic approach across two countries", *Journal of Small Business Management*, 2022 (ABDC :A, FNEGE :2, CNRS :2, ABS :3)

TUOMINEN, S., H. HELEN REIJONEN, G. NAGY, A. ANDREA BURATTI, T. TOMMI LAUKKANEN, "Customer-centric strategy driving innovativeness and business growth in international markets", *International Marketing Review*, 2022 (ABDC :A, FNEGE :2, CNRS :3, ABS :3)

NAGY, G., M. JAAKKOLA, N. KOPORCI, "Complementarity versus substitutability of dynamic and operational capabilities in B2B firms: a configurational approach", *Industrial Marketing Management*, 2018, vol. 83 (ABDC :A*, FNEGE :2, CNRS :2)

AKROUT, H., G. NAGY, "Trust and commitment within a virtual brand community: the mediating role of brand relationship quality", *Information and Management*, 2018 (ABDC :A*, FNEGE :2, CNRS :2)

NAGY, G., C. MEGEHEE, A. WOODSIDE, T. LAUKKANEN, "Achieving requisite variety in modeling firms' strategy heterogeneities: Explaining paradoxical firm-market performances", *Industrial Marketing Management*, 2017, no. 65 (ABDC :A*, FNEGE :2, CNRS :2)

WOODSIDE, A. G., G. NAGY, C. M. MEGEHEE, "Applying complexity theory: A primer for identifying and modeling firm anomalies", *Entreprises et Histoire*, 2017, vol. 3, no. 1 (FNEGE :4, CNRS :4)

Chapitres d'ouvrage

NAGY, G., C. MEGEHEE, A. WOODSIDE - "Computing with words in modeling firms' paradoxical performances" - 2018, *Improving the Marriage of Modeling and Theory for Accurate Forecasts of Outcomes*

WOODSIDE, A. G., G. NAGY, C. MEGEHEE - "Four-Corner Outcomes in Strategic Management: Successful and Unsuccessful Paddling Down versus Upstream" - 2018, *Improving the Marriage of Modeling and Theory for Accurate Forecasts of Outcomes*