



GABOR NAGY

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Rang académique : Assistant professor

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BIOGRAPHIE

Gábor Nagy est professeur assistant à l'INSEEC Grande École à Paris. Ses intérêts de recherche couvrent un large éventail de sujets en stratégie marketing, notamment l'impact des ressources et des capacités sur la performance des entreprises, la relation entre l'adéquation stratégique et la performance, les approches configurationnelles des typologies stratégiques, les réseaux d'entreprises et les systèmes institutionnels, l'agressivité des entreprises et leur performance, ainsi que les effets des discours haineux sur la relation entre les communautés de marques en ligne et les entreprises. Ses travaux ont été publiés dans le Journal of Small Business Management, l'International Marketing Review et Industrial Marketing Management. Il collabore activement avec des collègues internationaux issus d'établissements tels que l'université Åbo Akademi, Boston College, l'Université Corvinus de Budapest, Coastal Carolina University, Loughborough University, l'Université de Finlande orientale et l'Université de Manchester.

INTÉRÊTS DE RECHERCHE

- Marketing resources and capabilities
- Strategic fit and adaptation
- International entrepreneurship
- Negative eWOM
- Online firestorms

DOMAINE D'ENSEIGNEMENT

- B2B marketing
- Digital marketing
- Machine learning
- Marketing strategy

FORMATION

Diplôme le plus élevé:

2015	PhD, Sciences Economiques et Sociales, Marketing, Corvinus University of Budapest, HONGRIE
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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, ABS :3)

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, ABS :4)

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, ABS :3)

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*