

# Sushil Vachani

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10462638/publications.pdf>

Version: 2024-02-01

21  
papers

1,142  
citations

933447

10  
h-index

940533

16  
g-index

23  
all docs

23  
docs citations

23  
times ranked

741  
citing authors

#	ARTICLE	IF	CITATIONS
1	The importance of nongovernmental organizations (NGOs) in global governance and value creation: an international business research agenda. <i>Journal of International Business Studies</i> , 2004, 35, 463-483.	7.3	512
2	Socially Responsible Distribution: Distribution Strategies for Reaching the Bottom of the Pyramid. <i>California Management Review</i> , 2008, 50, 52-84.	6.3	158
3	Distinguishing Between Related and Unrelated International Geographic Diversification: A Comprehensive Measure of Global Diversification. <i>Journal of International Business Studies</i> , 1991, 22, 307-322.	7.3	123
4	Enhancing the Obsolescing Bargain Theory: A Longitudinal Study of Foreign Ownership of U.S. and European Multinationals. <i>Journal of International Business Studies</i> , 1995, 26, 159-180.	7.3	89
5	NGOs's™ influence on MNEs's™ social development strategies in varying institutional contexts: A transaction cost perspective. <i>International Business Review</i> , 2009, 18, 446-456.	4.8	66
6	Socially Responsible Pricing: Lessons from the Pricing of AIDS Drugs in Developing Countries. <i>California Management Review</i> , 2004, 47, 117-144.	6.3	48
7	Problems of foreign subsidiaries of SMEs compared with large companies. <i>International Business Review</i> , 2005, 14, 415-439.	4.8	40
8	Global diversification's effect on multinational subsidiaries' autonomy. <i>International Business Review</i> , 1999, 8, 535-560.	4.8	32
9	Strategic Responses of Multinationals to Competition from Developing's Country Cottage Firms. <i>International Marketing Review</i> , 1990, 7, .	3.6	22
10	Economic liberalization's effect on sources of competitive advantage of different groups of companies: the case of India. <i>International Business Review</i> , 1997, 6, 165-184.	4.8	21
11	India: opportunities and challenges for multinational enterprises. <i>International Journal of Business and Emerging Markets</i> , 2008, 1, 42.	0.1	9
12	Establishing a beachhead in international markets's™A direct or indirect approach. <i>Long Range Planning</i> , 1992, 25, 60-69.	4.9	6
13	How Far Should Global Products Go?. <i>Vikalpa</i> , 1989, 14, 3-12.	1.2	5
14	Creating Socially Responsible Value Chains: Role of Companies, Governments and NGOs. <i>International Business and Management</i> , 2012, , 17-44.	0.1	4
15	South Africa and the AIDS Epidemic. <i>Vikalpa</i> , 2004, 29, 101-110.	1.2	3
16	A PRELIMINARY FRAMEWORK FOR EXPLAINING THE "SUCCESS" OF THE INTERNATIONAL VENTURES OF SMALL- AND MEDIUM-SIZED COMPANIES. <i>Journal of Enterprising Culture</i> , 1998, 06, 429-455.	0.5	2
17	Using Experiential Exercises to Underscore the Challenges and Opportunities of Emerging Markets. , 2004, , 217-233.		1
18	Overcoming rural distribution challenges at the bottom of the pyramid. , 0, , 268-302.		0

#	ARTICLE	IF	CITATIONS
19	Interpersonal Perception Method: An Additional Dimension of the Feeling of Being Misperceived and Self-Acceptance. Journal of Social Psychology, 1977, 102, 153-154.	1.5	0
20	ADDENDUM: 'A PRELIMINARY FRAMEWORK FOR EXPLAINING THE "SUCCESS" OF THE INTERNATIONAL VENTURES OF SMALL-AND MEDIUM-SIZED COMPANIES'. Journal of Enterprising Culture, 1999, 07, 103-103.	0.5	0
21	Overcoming Rural Distribution Challenges at the Bottom of the Pyramid. SSRN Electronic Journal, 2010, , .	0.4	0