

# Ravi S Achrol

## List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

15  
papers

5,506  
citations

14  
h-index

15  
g-index

15  
ext. papers

5,861  
ext. citations

9  
avg, IF

5.63  
L-index

#	Paper	IF	Citations
15	The Structure of Commitment in Exchange. <i>Journal of Marketing</i> , <b>1995</b> , 59, 78-92	11	1150
14	The Structure of Commitment in Exchange. <i>Journal of Marketing</i> , <b>1995</b> , 59, 78	11	939
13	Marketing in the Network Economy. <i>Journal of Marketing</i> , <b>1999</b> , 63, 146-163	11	540
12	Changes in the theory of interorganizational relations in marketing: Toward a network paradigm. <i>Journal of the Academy of Marketing Science</i> , <b>1997</b> , 25, 56-71	12.4	449
11	Marketing in the Network Economy. <i>Journal of Marketing</i> , <b>1999</b> , 63, 146	11	449
10	Contracts, norms, and plural form governance. <i>Journal of the Academy of Marketing Science</i> , <b>2000</b> , 28, 180-194	12.4	433
9	Environmental Determinants of Decision-Making Uncertainty in Marketing Channels. <i>Journal of Marketing Research</i> , <b>1988</b> , 25, 36-50	5.2	338
8	Environmental Determinants of Decision-Making Uncertainty in Marketing Channels. <i>Journal of Marketing Research</i> , <b>1988</b> , 25, 36	5.2	264
7	Assessing Reseller Performance from the Perspective of the Supplier. <i>Journal of Marketing Research</i> , <b>1992</b> , 29, 238-253	5.2	235
6	Frontiers of the marketing paradigm in the third millennium. <i>Journal of the Academy of Marketing Science</i> , <b>2012</b> , 40, 35-52	12.4	215
5	Assessing Reseller Performance from the Perspective of the Supplier. <i>Journal of Marketing Research</i> , <b>1992</b> , 29, 238	5.2	204
4	Legal and social safeguards against opportunism in exchange. <i>Journal of Retailing</i> , <b>1999</b> , 75, 107-124	6.5	134
3	Governance in Exchange: Contract Law and Its Alternatives. <i>Journal of Public Policy and Marketing</i> , <b>1993</b> , 12, 141-155	3.8	92
2	The structure of reseller goals and performance in marketing channels. <i>Journal of the Academy of Marketing Science</i> , <b>2003</b> , 31, 146-163	12.4	53
1	Slotting allowances: a time series analysis of aggregate effects over three decades. <i>Journal of the Academy of Marketing Science</i> , <b>2012</b> , 40, 673-694	12.4	11