

Manjit S Yadav

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10633791/publications.pdf>

Version: 2024-02-01

25
papers

4,181
citations

394286

19
h-index

580701

25
g-index

26
all docs

26
docs citations

26
times ranked

3042
citing authors

#	ARTICLE	IF	CITATIONS
1	The Decline of Conceptual Articles and Implications for Knowledge Development. Journal of Marketing, 2010, 74, 1-19.	7.0	1,678
2	Social Commerce: A Contingency Framework for Assessing Marketing Potential. Journal of Interactive Marketing, 2013, 27, 311-323.	4.3	349
3	Marketing in Computer-Mediated Environments: Research Synthesis and New Directions. Journal of Marketing, 2014, 78, 20-40.	7.0	304
4	How Buyers Evaluate Product Bundles: A Model of Anchoring and Adjustment. Journal of Consumer Research, 1994, 21, 342.	3.5	263
5	Marketing Strategy and the Internet: An Organizing Framework. Journal of the Academy of Marketing Science, 2002, 30, 296-312.	7.2	236
6	How Buyers Perceive Savings in a Bundle Price: An Examination of a Bundle's Transaction Value. Journal of Marketing Research, 1993, 30, 350-358.	3.0	174
7	Managing the Future: CEO Attention and Innovation Outcomes. Journal of Marketing, 2007, 71, 84-101.	7.0	170
8	How Buyers Perceive Savings in a Bundle Price: An Examination of a Bundle's Transaction Value. Journal of Marketing Research, 1993, 30, 350.	3.0	164
9	Interactivity in the Electronic Marketplace: An Exposition of the Concept and Implications for Research. Journal of the Academy of Marketing Science, 2005, 33, 585-603.	7.2	158
10	Interactive Technologies and Retailing Strategy: A Review, Conceptual Framework and Future Research Directions. Journal of Interactive Marketing, 2010, 24, 96-110.	4.3	129
11	Understanding product migration to the electronic marketplace: A conceptual framework. Journal of Retailing, 2005, 81, 125-140.	4.0	103
12	First-mover advantage in an Internet-enabled market environment: conceptual framework and propositions. Journal of the Academy of Marketing Science, 2008, 36, 293-308.	7.2	74
13	How Task-Facilitative Interactive Tools Foster Buyers'™ Trust in Online Retailers: A Process View of Trust Development in the Electronic Marketplace. Journal of Retailing, 2009, 85, 159-176.	4.0	72
14	Marketing Strategy in an Internet-Enabled Environment: A Retrospective on the First Ten Years of JIM and a Prospective on the Next Ten Years. Journal of Interactive Marketing, 2009, 23, 11-22.	4.3	69
15	Technology-enabled interactions in digital environments:a conceptual foundation for current and future research. Journal of the Academy of Marketing Science, 2020, 48, 132-136.	7.2	47
16	Bundle Evaluation in Different Market Segments: The Effects of Discount Framing and Buyers' Preference Heterogeneity. Journal of the Academy of Marketing Science, 1995, 23, 206-215.	7.2	43
17	Enhancing theory development in marketing. AMS Review, 2014, 4, 1-4.	1.1	35
18	Personal accounts and an anatomy of conceptual contributions in the special issue. Journal of Marketing Management, 2019, 35, 1-12.	1.2	26

#	ARTICLE	IF	CITATIONS
19	Lost in a Universe of Markets: Toward a Theory of Market Scoping for Early-Stage Technologies. Journal of Marketing, 2019, 83, 37-61.	7.0	24
20	Making emerging phenomena a research priority. Journal of the Academy of Marketing Science, 2018, 46, 361-365.	7.2	22
21	Reimagining marketing doctoral programs. AMS Review, 2020, 10, 56-64.	1.1	16
22	Disciplinary memory and theory development. AMS Review, 2017, 7, 1-3.	1.1	7
23	AMS Review: Progress toward a world-class journal dedicated to theory development. AMS Review, 2019, 9, 1-4.	1.1	2
24	First-Mover Advantage in the Internet-Enabled Market Environment. Progress in IS, 2014, , 157-185.	0.5	1
25	Buyersâ€™ Evaluations of Mixed Bundling Strategies in Price-Promoted Markets. , 1999, , 195-208.		1