

# Manjit S Yadav

## 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.

21  
papers

3,395  
citations

18  
h-index

26  
g-index

26  
ext. papers

3,736  
ext. citations

7.9  
avg, IF

6.26  
L-index

| #  | Paper   | IF   | Citations |
|----|---|------|-----------|
| 21 | The Decline of Conceptual Articles and Implications for Knowledge Development. <i>Journal of Marketing</i> , <b>2010</b> , 74, 1-19   | 11   | 1445      |
| 20 | Social Commerce: A Contingency Framework for Assessing Marketing Potential. <i>Journal of Interactive Marketing</i> , <b>2013</b> , 27, 311-323   | 9.8  | 250       |
| 19 | How Buyers Evaluate Product Bundles: A Model of Anchoring and Adjustment. <i>Journal of Consumer Research</i> , <b>1994</b> , 21, 342   | 6.3  | 245       |
| 18 | Marketing in Computer-Mediated Environments: Research Synthesis and New Directions. <i>Journal of Marketing</i> , <b>2014</b> , 78, 20-40   | 11   | 236       |
| 17 | Marketing strategy and the internet: An organizing framework. <i>Journal of the Academy of Marketing Science</i> , <b>2002</b> , 30, 296-312  | 12.4 | 172       |
| 16 | How Buyers Perceive Savings in a Bundle Price: An Examination of a Bundle's Transaction Value. <i>Journal of Marketing Research</i> , <b>1993</b> , 30, 350-358   | 5.2  | 150       |
| 15 | How Buyers Perceive Savings in a Bundle Price: An Examination of a Bundle's Transaction Value. <i>Journal of Marketing Research</i> , <b>1993</b> , 30, 350   | 5.2  | 142       |
| 14 | Interactivity in the electronic marketplace: An exposition of the concept and implications for research. <i>Journal of the Academy of Marketing Science</i> , <b>2005</b> , 33, 585-603                         | 12.4 | 120       |
| 13 | Managing the Future: CEO Attention and Innovation Outcomes. <i>Journal of Marketing</i> , <b>2007</b> , 71, 84-101  | 11   | 119       |
| 12 | Interactive Technologies and Retailing Strategy: A Review, Conceptual Framework and Future Research Directions. <i>Journal of Interactive Marketing</i> , <b>2010</b> , 24, 96-110                              | 9.8  | 101       |
| 11 | Understanding product migration to the electronic marketplace: A conceptual framework. <i>Journal of Retailing</i> , <b>2005</b> , 81, 125-140  | 6.5  | 87        |
| 10 | First-mover advantage in an Internet-enabled market environment: conceptual framework and propositions. <i>Journal of the Academy of Marketing Science</i> , <b>2008</b> , 36, 293-308                          | 12.4 | 60        |
| 9  | How Task-Facilitative Interactive Tools Foster Buyers' Trust in Online Retailers: A Process View of Trust Development in the Electronic Marketplace. <i>Journal of Retailing</i> , <b>2009</b> , 85, 159-176    | 6.5  | 56        |
| 8  | Marketing Strategy in an Internet-Enabled Environment: A Retrospective on the First Ten Years of JIM and a Prospective on the Next Ten Years. <i>Journal of Interactive Marketing</i> , <b>2009</b> , 23, 11-22 | 9.8  | 55        |
| 7  | Bundle evaluation in different market segments: The effects of discount framing and buyers' preference heterogeneity. <i>Journal of the Academy of Marketing Science</i> , <b>1995</b> , 23, 206-215            | 12.4 | 38        |
| 6  | Enhancing theory development in marketing. <i>AMS Review</i> , <b>2014</b> , 4, 1-4   | 3    | 26        |
| 5  | Technology-enabled interactions in digital environments: a conceptual foundation for current and future research. <i>Journal of the Academy of Marketing Science</i> , <b>2020</b> , 48, 132-136                | 12.4 | 23        |

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|---|--|-----|---|
| 4 | Lost in a Universe of Markets: Toward a Theory of Market Scoping for Early-Stage Technologies. <i>Journal of Marketing</i> , <b>2019</b> , 83, 37-61 | 11  | 9 |
| 3 | Reimagining marketing doctoral programs. <i>AMS Review</i> , <b>2020</b> , 10, 56-64   | 3   | 5 |
| 2 | First-Mover Advantage in the Internet-Enabled Market Environment. <i>Progress in IS</i> , <b>2014</b> , 157-185                                      | 0.9 | 1 |
| 1 | Buyers' Evaluations of Mixed Bundling Strategies in Price-Promoted Markets <b>1999</b> , 195-208   |     | 1 |