

Manjit S Yadav

List of Publications by Year in Descending Order

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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 | Reimagining marketing doctoral programs. <i>AMS Review</i> , 2020 , 10, 56-64 | 3 | 5 |
| 20 | Technology-enabled interactions in digital environments:a conceptual foundation for current and future research. <i>Journal of the Academy of Marketing Science</i> , 2020 , 48, 132-136 | 12.4 | 23 |
| 19 | Lost in a Universe of Markets: Toward a Theory of Market Scoping for Early-Stage Technologies. <i>Journal of Marketing</i> , 2019 , 83, 37-61 | 11 | 9 |
| 18 | Enhancing theory development in marketing. <i>AMS Review</i> , 2014 , 4, 1-4 | 3 | 26 |
| 17 | Marketing in Computer-Mediated Environments: Research Synthesis and New Directions. <i>Journal of Marketing</i> , 2014 , 78, 20-40 | 11 | 236 |
| 16 | First-Mover Advantage in the Internet-Enabled Market Environment. <i>Progress in IS</i> , 2014 , 157-185 | 0.9 | 1 |
| 15 | Social Commerce: A Contingency Framework for Assessing Marketing Potential. <i>Journal of Interactive Marketing</i> , 2013 , 27, 311-323 | 9.8 | 250 |
| 14 | The Decline of Conceptual Articles and Implications for Knowledge Development. <i>Journal of Marketing</i> , 2010 , 74, 1-19 | 11 | 1445 |
| 13 | Interactive Technologies and Retailing Strategy: A Review, Conceptual Framework and Future Research Directions. <i>Journal of Interactive Marketing</i> , 2010 , 24, 96-110 | 9.8 | 101 |
| 12 | 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> , 2009 , 85, 159-176 | 6.5 | 56 |
| 11 | 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> , 2009 , 23, 11-22 | 9.8 | 55 |
| 10 | First-mover advantage in an Internet-enabled market environment: conceptual framework and propositions. <i>Journal of the Academy of Marketing Science</i> , 2008 , 36, 293-308 | 12.4 | 60 |
| 9 | Managing the Future: CEO Attention and Innovation Outcomes. <i>Journal of Marketing</i> , 2007 , 71, 84-101 | 11 | 119 |
| 8 | Interactivity in the electronic marketplace: An exposition of the concept and implications for research. <i>Journal of the Academy of Marketing Science</i> , 2005 , 33, 585-603 | 12.4 | 120 |
| 7 | Understanding product migration to the electronic marketplace: A conceptual framework. <i>Journal of Retailing</i> , 2005 , 81, 125-140 | 6.5 | 87 |
| 6 | Marketing strategy and the internet: An organizing framework. <i>Journal of the Academy of Marketing Science</i> , 2002 , 30, 296-312 | 12.4 | 172 |
| 5 | Buyers' Evaluations of Mixed Bundling Strategies in Price-Promoted Markets 1999 , 195-208 | | 1 |

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|---|--|------|-----|
| 4 | Bundle evaluation in different market segments: The effects of discount framing and buyers' preference heterogeneity. <i>Journal of the Academy of Marketing Science</i> , 1995 , 23, 206-215 | 12.4 | 38 |
| 3 | How Buyers Evaluate Product Bundles: A Model of Anchoring and Adjustment. <i>Journal of Consumer Research</i> , 1994 , 21, 342 | 6.3 | 245 |
| 2 | How Buyers Perceive Savings in a Bundle Price: An Examination of a Bundle's Transaction Value. <i>Journal of Marketing Research</i> , 1993 , 30, 350 | 5.2 | 142 |
| 1 | How Buyers Perceive Savings in a Bundle Price: An Examination of a Bundle's Transaction Value. <i>Journal of Marketing Research</i> , 1993 , 30, 350-358 | 5.2 | 150 |