

# Satish Jayachandran

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11452825/publications.pdf>

Version: 2024-02-01

16  
papers

4,402  
citations

623574

14  
h-index

940416

16  
g-index

16  
all docs

16  
docs citations

16  
times ranked

2881  
citing authors

#	ARTICLE	IF	CITATIONS
1	Market Orientation: A Meta-Analytic Review and Assessment of its Antecedents and Impact on Performance. <i>Journal of Marketing</i> , 2005, 69, 24-41.	7.0	1,597
2	The Role of Relational Information Processes and Technology Use in Customer Relationship Management. <i>Journal of Marketing</i> , 2005, 69, 177-192.	7.0	708
3	The Relative Impact of Marketing, Research-and-Development, and Operations Capabilities on Firm Performance. <i>Journal of Marketing</i> , 2008, 72, 1-11.	7.0	276
4	Marketing Strategy: An Assessment of the State of the Field and Outlook. <i>Journal of the Academy of Marketing Science</i> , 1999, 27, 120-143.	7.2	271
5	The Relative Impact of Marketing, Research-and-Development, and Operations Capabilities on Firm Performance. <i>Journal of Marketing</i> , 2008, 72, 1-11.	7.0	261
6	Choice of Cause in Cause-Related Marketing. <i>Journal of Marketing</i> , 2012, 76, 126-139.	7.0	243
7	Product and environmental social performance: Varying effect on firm performance. <i>Strategic Management Journal</i> , 2013, 34, 1255-1264.	4.7	208
8	Customer Response Capability in a Sense-and-Respond Era: The Role of Customer Knowledge Process. <i>Journal of the Academy of Marketing Science</i> , 2004, 32, 219-233.	7.2	175
9	The Impact of Customer Relationship Management Implementation on Cost and Profit Efficiencies: Evidence from the U.S. Commercial Banking Industry. <i>Journal of Marketing</i> , 2009, 73, 61-76.	7.0	174
10	The Theory of Multimarket Competition: A Synthesis and Implications for Marketing Strategy. <i>Journal of Marketing</i> , 1999, 63, 49-66.	7.0	168
11	Brand Licensing: What Drives Royalty Rates?. <i>Journal of Marketing</i> , 2013, 77, 108-122.	7.0	142
12	Does it Pay to Recall your Product Early? An Empirical Investigation in the Automobile Industry. <i>Journal of Marketing</i> , 2017, 81, 111-129.	7.0	79
13	Strategic Interdependence in Organizations: Deconglomeration and Marketing Strategy. <i>Journal of Marketing</i> , 2001, 65, 15-28.	7.0	59
14	Does Success Diminish Competitive Responsiveness? Reconciling Conflicting Perspectives. <i>Journal of the Academy of Marketing Science</i> , 2006, 34, 284-294.	7.2	29
15	Building A Sustainable Shelf: The Role of Firm Sustainability Reputation. <i>Journal of Retailing</i> , 2021, 97, 507-507.	4.0	10
16	Building Brand Assets: The Role of Trademark Rights. <i>Journal of Marketing Research</i> , 2022, 59, 1059-1082.	3.0	2