

# Satish Jayachandran

## 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.

16  
papers

3,428  
citations

14  
h-index

16  
g-index

16  
ext. papers

3,842  
ext. citations

10.1  
avg, IF

5.36  
L-index

#	Paper	IF	Citations
16	Building A Sustainable Shelf: The Role of Firm Sustainability Reputation. <i>Journal of Retailing</i> , 2021, 97, 507-507	6.5	1
15	Does it Pay to Recall your Product Early? An Empirical Investigation in the Automobile Industry. <i>Journal of Marketing</i> , 2017, 81, 111-129	11	43
14	Product and environmental social performance: Varying effect on firm performance. <i>Strategic Management Journal</i> , 2013, 34, 1255-1264	5.2	129
13	Brand Licensing: What Drives Royalty Rates?. <i>Journal of Marketing</i> , 2013, 77, 108-122	11	115
12	Choice of Cause in Cause-Related Marketing. <i>Journal of Marketing</i> , 2012, 76, 126-139	11	179
11	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	11	146
10	The Relative Impact of Marketing, Research-and-Development, and Operations Capabilities on Firm Performance. <i>Journal of Marketing</i> , 2008, 72, 1-11	11	208
9	The Relative Impact of Marketing, Research-and-Development, and Operations Capabilities on Firm Performance. <i>Journal of Marketing</i> , 2008, 72, 1-11	11	190
8	Does success diminish competitive responsiveness? Reconciling conflicting perspectives. <i>Journal of the Academy of Marketing Science</i> , 2006, 34, 284-294	12.4	25
7	Market Orientation: A Meta-Analytic Review and Assessment of its Antecedents and Impact on Performance. <i>Journal of Marketing</i> , 2005, 69, 24-41	11	1301
6	The Role of Relational Information Processes and Technology Use in Customer Relationship Management. <i>Journal of Marketing</i> , 2005, 69, 177-192	11	599
5	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	12.4	134
4	Strategic Interdependence in Organizations: Deconglomeration and Marketing Strategy. <i>Journal of Marketing</i> , 2001, 65, 15-28	11	49
3	The Theory of Multimarket Competition: A Synthesis and Implications for Marketing Strategy. <i>Journal of Marketing</i> , 1999, 63, 49-66	11	112
2	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	12.4	197
1	EXPRESS: Building Brand Assets: The Role of Trademark Rights. <i>Journal of Marketing Research</i> , 00222437, 2019, 56, 109-121	3.2	10971