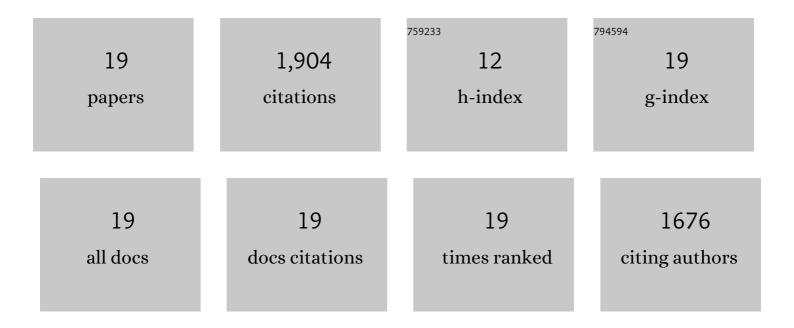
Raj Echambadi

List of Publications by Year in descending order

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PAI ECHAMBADI

#	Article	IF	CITATIONS
1	Customer Satisfaction with Consumption Systems. Journal of Business-to-Business Marketing, 2020, 27, 1-17.	1.5	6
2	Jewels in the crown: Exploring the motivations and team building processes of employee entrepreneurs. Strategic Management Journal, 2019, 40, 1417-1452.	7.3	63
3	The tale of uncertain choices: inclusion versus exclusion. Thinking and Reasoning, 2019, 25, 449-476.	3.2	2
4	Satisfaction—Repurchase Intentions Relationship: Exploring the Contingent Roles of Consideration Set Size and Price Consciousness. Customer Needs and Solutions, 2016, 3, 115-125.	0.8	5
5	Diagnosing harmful collinearity in moderated regressions: A roadmap. International Journal of Research in Marketing, 2016, 33, 172-182.	4.2	30
6	Firm-Specific Determinants of Product Line Technology Strategies in High Technology Markets. Strategic Entrepreneurship Journal, 2014, 8, 149-166.	4.4	9
7	Evaluating and Managing Brand Repurchase Across Multiple Geographic Retail Markets. Journal of Retailing, 2013, 89, 409-422.	6.2	2
8	Brand extensions via complements or substitutes: The moderating role of manufacturing transferability. Marketing Letters, 2012, 23, 279-292.	2.9	7
9	An examination of the effects of perceived difficulty of manufacturing the extension product on brand extension attitudes. Journal of the Academy of Marketing Science, 2010, 38, 704-719.	11.2	14
10	Swift and Smart: The Moderating Effects of Technological Capabilities on the Market Pioneering–Firm Survival Relationship. Management Science, 2009, 55, 1842-1860.	4.1	126
11	Mean-Centering Does Not Alleviate Collinearity Problems in Moderated Multiple Regression Models. Marketing Science, 2007, 26, 438-445.	4.1	351
12	Empirical generalizations from brand extension research: How sure are we?. International Journal of Research in Marketing, 2006, 23, 253-261.	4.2	67
13	The effect of the innovative environment on exit of entrepreneurial firms. Strategic Management Journal, 2006, 27, 519-539.	7.3	89
14	Encouraging Best Practice in Quantitative Management Research: An Incomplete List of Opportunities. Journal of Management Studies, 2006, 43, 1801-1820.	8.3	148
15	Title is missing!. Marketing Letters, 2003, 14, 111-124.	2.9	53
16	Why Brands Grow. Journal of Advertising Research, 2002, 42, 6-14.	2.1	23
17	The Conditioning Effect of Time on Firm Survival: An Industry Life Cycle Approach. Academy of Management Journal, 2002, 45, 971-994.	6.3	76
18	The Influence of Complementarity, Compatibility, and Relationship Capital on Alliance Performance. Journal of the Academy of Marketing Science, 2001, 29, 358-373.	11.2	488

#	Article	IF	CITATIONS
19	Alliance entrepreneurship and firm market performance. Strategic Management Journal, 2001, 22, 701-711.	7.3	345