

# Raj Echambadi

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11597339/publications.pdf>

Version: 2024-02-01

19  
papers

1,904  
citations

759233

12  
h-index

794594

19  
g-index

19  
all docs

19  
docs citations

19  
times ranked

1676  
citing authors

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

#	ARTICLE	IF	CITATIONS
19	Alliance entrepreneurship and firm market performance. <i>Strategic Management Journal</i> , 2001, 22, 701-711.	7.3	345