

Shantanu Dutta

List of Publications by Year in descending order

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Version: 2024-02-01

50
papers

6,962
citations

147801

31
h-index

254184

43
g-index

51
all docs

51
docs citations

51
times ranked

3653
citing authors

#	ARTICLE	IF	CITATIONS
1	Agency Relationships in Marketing: A Review of the Implications and Applications of Agency and Related Theories. <i>Journal of Marketing</i> , 1992, 56, 1-24.	11.3	2,465
2	Success in High-Technology Markets: Is Marketing Capability Critical?. <i>Marketing Science</i> , 1999, 18, 547-568.	4.1	554
3	Conceptualizing and measuring capabilities: methodology and empirical application. <i>Strategic Management Journal</i> , 2005, 26, 277-285.	7.3	378
4	Managerial and Customer Costs of Price Adjustment: Direct Evidence from Industrial Markets. <i>Review of Economics and Statistics</i> , 2004, 86, 514-533.	4.3	374
5	Pricing process as a capability: a resource-based perspective. <i>Strategic Management Journal</i> , 2003, 24, 615-630.	7.3	281
6	Empirical tests of optimal cognitive distance. <i>Journal of Economic Behavior and Organization</i> , 2005, 58, 277-302.	2.0	264
7	Portfolios of Interfirm Agreements in Technology-Intensive Markets: Consequences for Innovation and Profitability. <i>Journal of Marketing</i> , 2004, 68, 88-100.	11.3	233
8	Absorptive Capacity in High-Technology Markets: The Competitive Advantage of the Haves. <i>Marketing Science</i> , 2006, 25, 510-524.	4.1	201
9	The Relationship Between a Firm's Level of Technological Innovativeness and Its Pattern of Partnership Agreements. <i>Management Science</i> , 1997, 43, 343-356.	4.1	158
10	Benefiting From Alliance Portfolio Diversity. <i>Journal of Management</i> , 2014, 40, 1653-1674.	9.3	137
11	Menu Costs, Posted Prices, and Multiproduct Retailers. <i>Journal of Money, Credit and Banking</i> , 1999, 31, 683.	1.6	118
12	Price flexibility in channels of distribution: Evidence from scanner data. <i>Journal of Economic Dynamics and Control</i> , 2002, 26, 1845-1900.	1.6	112
13	Branded Variants: A Retail Perspective. <i>Journal of Marketing Research</i> , 1996, 33, 9.	4.8	110
14	The Governance of Exclusive Territories When Dealers can Bootleg. <i>Marketing Science</i> , 1994, 13, 83-99.	4.1	109
15	The Impact of Automation of Systems on Medical Errors: Evidence from Field Research. <i>Information Systems Research</i> , 2011, 22, 429-446.	3.7	108
16	Marketing in Technology-Intensive Markets: Toward a Conceptual Framework. <i>Journal of Marketing</i> , 1999, 63, 78-91.	11.3	106
17	Perception Spillovers across Competing Brands: A Disaggregate Model of how and When. <i>Journal of Marketing Research</i> , 2009, 46, 467-481.	4.8	104
18	Branded Variants: A Retail Perspective. <i>Journal of Marketing Research</i> , 1996, 33, 9-19.	4.8	102

#	ARTICLE	IF	CITATIONS
19	Heterogeneity in Price Rigidity: Evidence from a Case Study Using Microlevel Data. <i>Journal of Money, Credit and Banking</i> , 2002, 34, 197-220.	1.6	92
20	Customizing Complex Products: When Should the Vendor Take Control?. <i>Journal of Marketing Research</i> , 2006, 43, 664-679.	4.8	90
21	How Does Enforcement Deter Gray Market Incidence?. <i>Journal of Marketing</i> , 2006, 70, 92-106.	11.3	71
22	Price adjustment at multiproduct retailers. <i>Managerial and Decision Economics</i> , 1998, 19, 81-120.	2.5	66
23	How Does Enforcement Deter Gray Market Incidence?. <i>Journal of Marketing</i> , 2006, 70, 92-106.	11.3	65
24	Variations in the contractual terms of cooperative advertising contracts: An empirical investigation. <i>Marketing Letters</i> , 1995, 6, 15-22.	2.9	56
25	Exclusive Dealing and Business Efficiency: Evidence from Industry Practice. <i>Journal of Law and Economics</i> , 1998, 41, 387-408.	1.4	51
26	Physicians' Persistence and Its Implications for Their Response to Promotion of Prescription Drugs. <i>Management Science</i> , 2008, 54, 1080-1093.	4.1	51
27	Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence. <i>Journal of Marketing</i> , 1999, 63, 121-134.	11.3	50
28	Asymmetric Store Positioning and Promotional Advertising Strategies: Theory and Evidence. <i>Marketing Science</i> , 2002, 21, 74-96.	4.1	42
29	Constraints in acquiring and utilizing directors' experience: An empirical study of new market entry in the pharmaceutical industry. <i>Strategic Management Journal</i> , 2015, 36, 339-359.	7.3	40
30	Managing gray markets through tolerance of violations: a transaction cost perspective. <i>Managerial and Decision Economics</i> , 1998, 19, 157-165.	2.5	38
31	Shattering the Myth of Costless Price Changes. <i>European Management Journal</i> , 2003, 21, 663-669.	5.1	37
32	Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence. <i>Journal of Marketing</i> , 1999, 63, 121.	11.3	36
33	Channel design, coordination, and performance: Future research directions. <i>Marketing Letters</i> , 2010, 21, 223-237.	2.9	34
34	Holiday Price Rigidity and Cost of Price Adjustment. <i>Economica</i> , 2010, 77, 172-198.	1.6	34
35	What Can the Price Gap between Branded and Private-Label Products Tell Us about Markups?. , 2003, , 165-225.		30
36	Can branded drugs benefit from generic entry? The role of detailing and price in switching to non-bioequivalent molecules. <i>International Journal of Research in Marketing</i> , 2008, 25, 247-260.	4.2	28

#	ARTICLE	IF	CITATIONS
37	Holiday Price Rigidity and Cost of Price Adjustment. SSRN Electronic Journal, 2003, , .	0.4	25
38	Licensing exchangeâ€™Insights from the biopharmaceutical industry. International Journal of Research in Marketing, 2008, 25, 273-281.	4.2	24
39	Beyond the Cost of Price Adjustment: Investments in Pricing Capital. SSRN Electronic Journal, 0, , .	0.4	19
40	Private label price rigidity during holiday periods. Applied Economics Letters, 2006, 13, 57-62.	1.8	14
41	Nonâ€™price rigidity and cost of adjustment. Managerial and Decision Economics, 2007, 28, 817-832.	2.5	8
42	Supply chain relational capital and firm performance: an empirical enquiry from India. International Journal of Emerging Markets, 2024, 19, 76-105.	2.2	6
43	Impact of lifestyle diseases on income and household consumption: evidence from an emerging economy. Health Marketing Quarterly, 2021, 38, 35-49.	1.0	5
44	Shareholder wealth implications of software firmsâ€™ transition to cloud computing: a marketing perspective. Journal of the Academy of Marketing Science, 2022, 50, 1-25.	11.2	4
45	Marketing in a World with Costs of Price Adjustment. Review of Marketing Research, 2010, , 168-188.	0.2	2
46	Private Label Price Rigidity during Holiday Periods. SSRN Electronic Journal, 0, , .	0.4	2
47	Operationalizing and Measuring Capabilities: An Application to High-Technology Markets. SSRN Electronic Journal, 0, , .	0.4	0
48	Non-Price Rigidity and Cost of Adjustment. SSRN Electronic Journal, 0, , .	0.4	0
49	Licensing Exchange - Insights from the Biopharmaceutical Industry. SSRN Electronic Journal, 0, , .	0.4	0
50	Can Branded Drugs Benefit from Generic Entry? Switching to Non-Bioequivalent Molecules and the Role of Physician Response to Detailing and Prices. SSRN Electronic Journal, 0, , .	0.4	0