

# Anand Kumar Jaiswal

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12121678/publications.pdf>

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14  
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times ranked

314  
citing authors

#	ARTICLE	IF	CITATIONS
1	Business Model Innovation for Inclusive Health Care Delivery at the Bottom of the Pyramid. Organization and Environment, 2016, 29, 486-507.	4.3	77
2	The Fortune at the Bottom or the Middle of the Pyramid?. Innovations, 2008, 3, 85-100.	3.4	70
3	The influence of marketing on consumption behavior at the bottom of the pyramid. Journal of Consumer Marketing, 2015, 32, 113-124.	2.3	59
4	Unsustainability of Sustainability: Cognitive Frames and Tensions in Bottom of the Pyramid Projects. Journal of Business Ethics, 2018, 148, 291-307.	6.0	56
5	Reverse innovation: a conceptual framework. Journal of the Academy of Marketing Science, 2020, 48, 1009-1029.	11.2	30
6	Competitive Dynamics between MNCs and Domestic Companies at the Base of the Pyramid: An Institutional Perspective. Long Range Planning, 2015, 48, 182-199.	4.9	26
7	Underlying determinants of health provider choice in urban slums: results from a discrete choice experiment in Ahmedabad, India. BMC Health Services Research, 2018, 18, 473.	2.2	20
8	Socio-Cultural Sustainability of Private Healthcare Providers in an Indian Slum Setting: A Bottom-of-the-Pyramid Perspective. Sustainability, 2018, 10, 4702.	3.2	13
9	Managing job applications online: integrating website informativeness and compatibility in theory of planned behaviour and technology acceptance model. Decision, 2021, 48, 97-113.	1.5	12
10	Change Management: A Case of State Power Utility in India. Asian Case Research Journal, 2014, 18, 61-80.	0.0	4
11	Connecting Smallholders's™ Marketplace Decisions to Agricultural Market Reform Policy in India – An Empirical Exploration. Journal of Macromarketing, 2021, 41, 471-483.	2.6	4
12	Electronic marketplaces under conditions of oligopsony and relational marketing – an empirical exploration of electronic agricultural markets in India. Electronic Markets, 2022, 32, 1541-1554.	8.1	2
13	Cavinkare Private Limited: Serving Low Income Consumers. Asian Case Research Journal, 2008, 12, 1-28.	0.0	1
14	Dettol: Managing Brand Extensions. Asian Case Research Journal, 2009, 13, 105-143.	0.0	0