

Anand Kumar Jaiswal

List of Publications by Year in descending order

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

Version: 2024-02-01

14
papers

374
citations

1040056

9
h-index

1125743

13
g-index

14
all docs

14
docs citations

14
times ranked

314
citing authors

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