

Nirmalya Kumar

List of Publications by Year in descending order

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Version: 2024-02-01

35
papers

11,316
citations

279798

23
h-index

414414

32
g-index

35
all docs

35
docs citations

35
times ranked

4461
citing authors

#	ARTICLE	IF	CITATIONS
1	Do Suppliers Benefit from Collaborative Relationships with Large Retailers? An Empirical Investigation of Efficient Consumer Response Adoption. <i>Journal of Marketing</i> , 2005, 69, 80-94.	11.3	1,025
2	The Effects of Perceived Interdependence on Dealer Attitudes. <i>Journal of Marketing Research</i> , 1995, 32, 348-356.	4.8	1,022
3	The Effects of Perceived Interdependence on Dealer Attitudes. <i>Journal of Marketing Research</i> , 1995, 32, 348.	4.8	952
4	The effects of trust and interdependence on relationship commitment: A trans-Atlantic study. <i>International Journal of Research in Marketing</i> , 1996, 13, 303-317.	4.2	908
5	The Effects of Supplier Fairness on Vulnerable Resellers. <i>Journal of Marketing Research</i> , 1995, 32, 54.	4.8	789
6	The Effects of Supplier Fairness on Vulnerable Resellers. <i>Journal of Marketing Research</i> , 1995, 32, 54-65.	4.8	787
7	A Meta-Analysis of Satisfaction in Marketing Channel Relationships. <i>Journal of Marketing Research</i> , 1999, 36, 223-238.	4.8	687
8	Generalizations about trust in marketing channel relationships using meta-analysis. <i>International Journal of Research in Marketing</i> , 1998, 15, 223-248.	4.2	665
9	Make, Buy, or Ally: A Transaction Cost Theory Meta-Analysis. <i>Academy of Management Journal</i> , 2006, 49, 519-543.	6.3	658
10	A Meta-Analysis of Satisfaction in Marketing Channel Relationships. <i>Journal of Marketing Research</i> , 1999, 36, 223.	4.8	657
11	Learning Orientation, Working Smart, and Effective Selling. <i>Journal of Marketing</i> , 1994, 58, 39.	11.3	555
12	Conducting Interorganizational Research Using Key Informants. <i>Academy of Management Journal</i> , 1993, 36, 1633-1651.	6.3	497
13	Examining the Impact of Destructive Acts in Marketing Channel Relationships. <i>Journal of Marketing Research</i> , 2001, 38, 45-61.	4.8	373
14	From market driven to market driving. <i>European Management Journal</i> , 2000, 18, 129-142.	5.1	368
15	Assessing Reseller Performance from the Perspective of the Supplier. <i>Journal of Marketing Research</i> , 1992, 29, 238.	4.8	252
16	Assessing Reseller Performance from the Perspective of the Supplier. <i>Journal of Marketing Research</i> , 1992, 29, 238-253.	4.8	250
17	Interdependence, Punitive Capability, and the Reciprocation of Punitive Actions in Channel Relationships. <i>Journal of Marketing Research</i> , 1998, 35, 225-235.	4.8	221
18	Interdependence, Punitive Capability, and the Reciprocation of Punitive Actions in Channel Relationships. <i>Journal of Marketing Research</i> , 1998, 35, 225.	4.8	171

#	ARTICLE	IF	CITATIONS
19	Kill a brand, keep a customer. Harvard Business Review, 2003, 81, 86-95, 126.	3.1	157
20	The power of power in supplier-retailer relationships. Industrial Marketing Management, 2005, 34, 863-866.	6.7	102
21	The revolution in retailing: from market driven to market driving. Long Range Planning, 1997, 30, 830-835.	4.9	61
22	Strategies to fight low-cost rivals. Harvard Business Review, 2006, 84, 104-12, 163.	3.1	59
23	Reactions to Perceived Inequity in U.S. and Dutch Interorganizational Relationships. Academy of Management Journal, 2003, 46, 303-316.	6.3	50
24	Fashion sense. Business Strategy Review, 2006, 17, 80-84.	0.0	18
25	The Global Retail Challenge. Business Strategy Review, 2005, 16, 5-13.	0.0	8
26	Certified value sellers. Business Strategy Review, 2008, 19, 48-53.	0.0	7
27	INDIA INSIDE. Business Strategy Review, 2011, 22, 61-63.	0.0	7
28	Reactions to Perceived Inequity in U.S. and Dutch Interorganizational Relationships. SSRN Electronic Journal, 2002, , .	0.4	2
29	India unleashed. Business Strategy Review, 2009, 20, 4-15.	0.0	2
30	The Indian mystique. Business Strategy Review, 2009, 20, 42-47.	0.0	2
31	INJECTING INTELLIGENCE. Business Strategy Review, 2012, 23, 48-54.	0.0	2
32	TRENDS TO TRACK. Business Strategy Review, 2010, 21, 69-69.	0.0	1
33	PROFILE: NIRMALYA KUMAR. Business Strategy Review, 2011, 22, 72-75.	0.0	1
34	The revolution in retailing: Introduction to the special issue. Long Range Planning, 1997, 30, 822.	4.9	0
35	WE ARE THE CHAMPIONS. Business Strategy Review, 2013, 24, 52-58.	0.0	0