

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	WE ARE THE CHAMPIONS. Business Strategy Review, 2013, 24, 52-58.	0.0	0
2	INJECTING INTELLIGENCE. Business Strategy Review, 2012, 23, 48-54.	0.0	2
3	PROFILE: NIRMALYA KUMAR. Business Strategy Review, 2011, 22, 72-75.	0.0	1
4	INDIA INSIDE. Business Strategy Review, 2011, 22, 61-63.	0.0	7
5	TRENDS TO TRACK. Business Strategy Review, 2010, 21, 69-69.	0.0	1
6	India unleashed. Business Strategy Review, 2009, 20, 4-15.	0.0	2
7	The Indian mystique. Business Strategy Review, 2009, 20, 42-47.	0.0	2
8	Certified value sellers. Business Strategy Review, 2008, 19, 48-53.	0.0	7
9	Fashion sense. Business Strategy Review, 2006, 17, 80-84.	0.0	18
10	Make, Buy, or Ally: A Transaction Cost Theory Meta-Analysis. Academy of Management Journal, 2006, 49, 519-543.	6.3	658
11	Strategies to fight low-cost rivals. Harvard Business Review, 2006, 84, 104-12, 163.	3.1	59
12	The Global Retail Challenge. Business Strategy Review, 2005, 16, 5-13.	0.0	8
13	The power of power in supplier-retailer relationships. Industrial Marketing Management, 2005, 34, 863-866.	6.7	102
14	Do Suppliers Benefit from Collaborative Relationships with Large Retailers? An Empirical Investigation of Efficient Consumer Response Adoption. Journal of Marketing, 2005, 69, 80-94.	11.3	1,025
15	Reactions to Perceived Inequity in U.S. and Dutch Interorganizational Relationships. Academy of Management Journal, 2003, 46, 303-316.	6.3	50
16	Kill a brand, keep a customer. Harvard Business Review, 2003, 81, 86-95, 126.	3.1	157
17	Reactions to Perceived Inequity in U.S. and Dutch Interorganizational Relationships. SSRN Electronic Journal, 2002, , .	0.4	2
18	Examining the Impact of Destructive Acts in Marketing Channel Relationships. Journal of Marketing Research, 2001, 38, 45-61.	4.8	373

#	ARTICLE	IF	CITATIONS
19	From market driven to market driving. <i>European Management Journal</i> , 2000, 18, 129-142.	5.1	368
20	A Meta-Analysis of Satisfaction in Marketing Channel Relationships. <i>Journal of Marketing Research</i> , 1999, 36, 223-238.	4.8	687
21	A Meta-Analysis of Satisfaction in Marketing Channel Relationships. <i>Journal of Marketing Research</i> , 1999, 36, 223.	4.8	657
22	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
23	Interdependence, Punitive Capability, and the Reciprocation of Punitive Actions in Channel Relationships. <i>Journal of Marketing Research</i> , 1998, 35, 225.	4.8	171
24	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
25	The revolution in retailing: from market driven to market driving. <i>Long Range Planning</i> , 1997, 30, 830-835.	4.9	61
26	The revolution in retailing: Introduction to the special issue. <i>Long Range Planning</i> , 1997, 30, 822.	4.9	0
27	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
28	The Effects of Supplier Fairness on Vulnerable Resellers. <i>Journal of Marketing Research</i> , 1995, 32, 54-65.	4.8	787
29	The Effects of Perceived Interdependence on Dealer Attitudes. <i>Journal of Marketing Research</i> , 1995, 32, 348-356.	4.8	1,022
30	The Effects of Perceived Interdependence on Dealer Attitudes. <i>Journal of Marketing Research</i> , 1995, 32, 348.	4.8	952
31	The Effects of Supplier Fairness on Vulnerable Resellers. <i>Journal of Marketing Research</i> , 1995, 32, 54.	4.8	789
32	Learning Orientation, Working Smart, and Effective Selling. <i>Journal of Marketing</i> , 1994, 58, 39.	11.3	555
33	Conducting Interorganizational Research Using Key Informants. <i>Academy of Management Journal</i> , 1993, 36, 1633-1651.	6.3	497
34	Assessing Reseller Performance from the Perspective of the Supplier. <i>Journal of Marketing Research</i> , 1992, 29, 238.	4.8	252
35	Assessing Reseller Performance from the Perspective of the Supplier. <i>Journal of Marketing Research</i> , 1992, 29, 238-253.	4.8	250