

Sudha Mani

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3276534/publications.pdf>

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10
papers

158
citations

1684188

5
h-index

1720034

7
g-index

12
all docs

12
docs citations

12
times ranked

147
citing authors

#	ARTICLE	IF	CITATIONS
1	Entry mode and equity level: A multilevel examination of foreign direct investment ownership structure. <i>Strategic Management Journal</i> , 2007, 28, 857-866.	7.3	60
2	Franchisor's Franchisee Bankruptcy and the Efficacy of Franchisee Governance. <i>Journal of Marketing Research</i> , 2017, 54, 952-967.	4.8	40
3	Product alliances, alliance networks, and shareholder value: Evidence from the biopharmaceutical industry. <i>International Journal of Research in Marketing</i> , 2015, 32, 9-22.	4.2	28
4	Sales Role-Plays and Mock Interviews. <i>Journal of Marketing Education</i> , 2016, 38, 183-198.	2.4	16
5	Drivers and Performance Implications of Frontline Employees' Social Capital Development and Maintenance: The Role of Online Social Networks*. <i>Decision Sciences</i> , 2022, 53, 181-215.	4.5	9
6	Linking new product alliances to stock returns and risk. <i>Journal of Strategic Marketing</i> , 2016, 24, 131-143.	5.5	4
7	Stock Market and Network Influence on Alliance Formation: Evidence from the Biopharmaceutical Industry. <i>Journal of Marketing Theory and Practice</i> , 2017, 25, 69-85.	4.3	1
8	Sales Professionals' Use of Social Media to Create and Deploy Social Capital in US and Indian Companies. , 2018, , 143-158.		0
9	Connect, engage, transform: how B2B researchers can engage in impactful industry collaboration. <i>Journal of Business and Industrial Marketing</i> , 2020, 35, 1305-1310.	3.0	0
10	Gender bias in the recruitment of entry-level B2B salespeople. <i>Journal of Business and Industrial Marketing</i> , 2020, 35, 1335-1344.	3.0	0