

# Raj Agnihotri

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3357354/publications.pdf>

Version: 2024-02-01

57  
papers

3,263  
citations

236833

25  
h-index

155592

55  
g-index

62  
all docs

62  
docs citations

62  
times ranked

1696  
citing authors

| #  | ARTICLE   | IF  | CITATIONS |
|----|---|-----|-----------|
| 1  | Social media technology usage and customer relationship performance: A capabilities-based examination of social CRM. <i>Journal of Business Research</i> , 2014, 67, 1201-1208.   | 5.8 | 575       |
| 2  | Social media: Influencing customer satisfaction in B2B sales. <i>Industrial Marketing Management</i> , 2016, 53, 172-180.   | 3.7 | 359       |
| 3  | Bringing "Social" Into Sales: The Impact of Salespeople's Social Media Use on Service Behaviors and Value Creation. <i>Journal of Personal Selling and Sales Management</i> , 2012, 32, 333-348.                                  | 1.7 | 234       |
| 4  | Performance implications of customer-linking capabilities: Examining the complementary role of customer orientation and CRM technology. <i>Journal of Business Research</i> , 2010, 63, 1229-1236.                                | 5.8 | 182       |
| 5  | Social media use in B2b sales and its impact on competitive intelligence collection and adaptive selling: Examining the role of learning orientation as an enabler. <i>Industrial Marketing Management</i> , 2017, 66, 64-79.     | 3.7 | 157       |
| 6  | The Sales Force Technology "Performance Chain: The Role of Adaptive Selling and Effort. <i>Journal of Personal Selling and Sales Management</i> , 2008, 28, 335-350.  | 1.7 | 144       |
| 7  | Salesperson ambidexterity and customer satisfaction: examining the role of customer demandingness, adaptive selling, and role conflict. <i>Journal of Personal Selling and Sales Management</i> , 2017, 37, 27-41.                | 1.7 | 104       |
| 8  | Examining the role of sales-based CRM technology and social media use on post-sale service behaviors in India. <i>Journal of Business Research</i> , 2017, 81, 144-154.   | 5.8 | 100       |
| 9  | Understanding the role of information communication in the buyer-seller exchange process: antecedents and outcomes. <i>Journal of Business and Industrial Marketing</i> , 2009, 24, 474-486.                                      | 1.8 | 95        |
| 10 | In pursuit of an effective B2B digital marketing strategy in an emerging market. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 1085-1108.  | 7.2 | 92        |
| 11 | Social media technology use and salesperson performance: A two study examination of the role of salesperson behaviors, characteristics, and training. <i>Industrial Marketing Management</i> , 2018, 75, 55-65.                   | 3.7 | 89        |
| 12 | Examining the Drivers and Performance Implications of Boundary Spanner Creativity. <i>Journal of Service Research</i> , 2014, 17, 164-181.  | 7.8 | 85        |
| 13 | Competitive intelligence collection and use by sales and service representatives: how managers' recognition and autonomy moderate individual performance. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 357-374. | 7.2 | 73        |
| 14 | Social media, customer engagement, and sales organizations: A research agenda. <i>Industrial Marketing Management</i> , 2020, 90, 291-299.  | 3.7 | 73        |
| 15 | Salesperson empathy, ethical behaviors, and sales performance: the moderating role of trust in one's manager. <i>Journal of Personal Selling and Sales Management</i> , 2015, 35, 164-174.  | 1.7 | 67        |
| 16 | Social media and customer relationship management technologies: Influencing buyer-seller information exchanges. <i>Industrial Marketing Management</i> , 2020, 90, 264-275.   | 3.7 | 61        |
| 17 | The Ambidextrous Sales Force: Aligning Salesperson Polychronicity and Selling Contexts for Sales-Service Behaviors and Customer Value. <i>Journal of Service Research</i> , 2020, 23, 33-52.                                      | 7.8 | 51        |
| 18 | An Emotion-Based Model of Salesperson Ethical Behaviors. <i>Journal of Business Ethics</i> , 2012, 109, 243-257.  | 3.7 | 47        |

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|----|--|-----|-----------|
| 19 | Conceptualizing Salesperson Competitive Intelligence: An Individual-Level Perspective. <i>Journal of Personal Selling and Sales Management</i> , 2011, 31, 141-155.  | 1.7 | 46        |
| 20 | Enhancing organizational sensemaking: An examination of the interactive effects of sales capabilities and marketing dashboards. <i>Industrial Marketing Management</i> , 2013, 42, 824-835.  | 3.7 | 46        |
| 21 | Inside sales social media use and its strategic implications for salesperson-customer digital engagement and performance. <i>Industrial Marketing Management</i> , 2022, 100, 127-144.   | 3.7 | 45        |
| 22 | Understanding the mechanism linking interpersonal traits to pro-social behaviors among salespeople: lessons from India. <i>Journal of Business and Industrial Marketing</i> , 2012, 27, 211-227.   | 1.8 | 34        |
| 23 | The effective use of technology in personal knowledge management. <i>Online Information Review</i> , 2009, 33, 329-342.  | 2.2 | 33        |
| 24 | Under pressure: The pros and cons of putting time pressure on your salesforce. <i>Journal of Business Research</i> , 2019, 103, 153-162.   | 5.8 | 33        |
| 25 | From cognition to action: the effect of thought self-leadership strategies and self-monitoring on adaptive selling behavior. <i>Journal of Business and Industrial Marketing</i> , 2020, 35, 1915-1927.  | 1.8 | 31        |
| 26 | Connect within to connect outside: effect of salespeople's political skill on relationship performance. <i>Journal of Personal Selling and Sales Management</i> , 2017, 37, 332-348.   | 1.7 | 29        |
| 27 | A contingency model of marketing dashboards and their influence on marketing strategy implementation speed and market information management capability. <i>European Journal of Marketing</i> , 2016, 50, 2077-2102.                                   | 1.7 | 27        |
| 28 | Perspectives on competitive intelligence within business: A tactical tool for sales- people to gain a competitive advantage. <i>The Marketing Review</i> , 2011, 11, 363-380.  | 0.1 | 23        |
| 29 | Examining the impact of salesperson interpersonal mentalizing skills on performance: the role of attachment anxiety and subjective happiness. <i>Journal of Personal Selling and Sales Management</i> , 2016, 36, 174-189.                             | 1.7 | 23        |
| 30 | Developing a Stakeholder Approach for Recruiting Top-Level Sales Students. <i>Journal of Marketing Education</i> , 2014, 36, 75-86.  | 1.6 | 22        |
| 31 | The role of manager leadership style in salesperson implementation of sales strategy: a contingency perspective. <i>Journal of Business and Industrial Marketing</i> , 2018, 33, 1074-1086.  | 1.8 | 20        |
| 32 | Salesperson time perspectives and customer willingness to pay more: roles of intraorganizational employee navigation, customer satisfaction, and firm innovation climate. <i>Journal of Personal Selling and Sales Management</i> , 2019, 39, 138-158. | 1.7 | 19        |
| 33 | The interactive effects of goal orientation and leadership style on sales performance. <i>Marketing Letters</i> , 2017, 28, 637-649.   | 1.9 | 18        |
| 34 | Can salesperson guilt lead to more satisfied customers? Findings from India. <i>Journal of Business and Industrial Marketing</i> , 2017, 32, 951-961.  | 1.8 | 18        |
| 35 | The Role of Frontline Employees' Competitive Intelligence and Intraorganizational Social Capital in Driving Customer Outcomes. <i>Journal of Service Research</i> , 2021, 24, 269-283.   | 7.8 | 16        |
| 36 | Utilizing social media in a supply chain B2B setting: A knowledge perspective. <i>Journal of Business Logistics</i> , 2022, 43, 189-208.   | 7.0 | 16        |

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|----|--|-----|-----------|
| 37 | Effects of relational proclivity and marketing intelligence on new product development. <i>Marketing Intelligence and Planning</i> , 2013, 31, 788-806.  | 2.1 | 15        |
| 38 | Contrasting effects of salespeople's emotion appraisal ability in a transaction-oriented environment. <i>Journal of Business and Industrial Marketing</i> , 2018, 33, 84-94.                                     | 1.8 | 15        |
| 39 | Collaborative Communication between Sales and Logistics and Its Impact on Business Process Effectiveness: A Theoretical Approach. <i>Journal of Marketing Channels</i> , 2014, 21, 242-253.                      | 0.4 | 13        |
| 40 | Translating sales effort into service performance: it's an emotional ride. <i>Journal of Personal Selling and Sales Management</i> , 2017, 37, 100-112.  | 1.7 | 13        |
| 41 | From sales force automation to digital transformation: how social media, social CRM, and artificial intelligence technologies are influencing the sales process. , 2021, , .                                     |     | 13        |
| 42 | Digital selling: organizational and managerial influences for frontline readiness and effectiveness. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 800-821.                                     | 7.2 | 13        |
| 43 | Sales management, education, and scholarship across cultures: early findings from a global study and an agenda for future research. <i>Journal of Personal Selling and Sales Management</i> , 2020, 40, 198-212. | 1.7 | 10        |
| 44 | Measuring and testing the impact of interpersonal mentalizing skills on retail sales performance. <i>Journal of Personal Selling and Sales Management</i> , 2019, 39, 222-237.                                   | 1.7 | 9         |
| 45 | Attracting Students to Sales Positions: The Case of Effective Salesperson Recruitment Ads. <i>Journal of Marketing Education</i> , 2020, 42, 170-190.  | 1.6 | 9         |
| 46 | 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.                      | 3.2 | 9         |
| 47 | Effect of internal competitive work environment on working smart and emotional exhaustion: the moderating role of time management. <i>Journal of Business and Industrial Marketing</i> , 2021, 36, 269-280.      | 1.8 | 9         |
| 48 | Assessing the drivers and outcomes of behavioral self-leadership. <i>European Journal of Marketing</i> , 2021, 55, 1227-1257.  | 1.7 | 6         |
| 49 | "A little competition goes a long way": Substitutive effects of emotional intelligence and workplace competition on salesperson creative selling. <i>Marketing Letters</i> , 2022, 33, 399-413.                  | 1.9 | 6         |
| 50 | Developing benchmarks to capture relative performance for sales force incentives decisions: Lessons from B2B insurance industry. <i>Industrial Marketing Management</i> , 2021, 92, 55-71.                       | 3.7 | 5         |
| 51 | How cashback strategies yield financial benefits for retailers: The mediating role of consumers' program loyalty. <i>Journal of Business Research</i> , 2022, 141, 200-212.                                      | 5.8 | 5         |
| 52 | Salesperson moral identity and value co-creation. <i>European Journal of Marketing</i> , 2022, 56, 500-531.  | 1.7 | 5         |
| 53 | Perceptual differences regarding leadership between the store manager and employees and its impact on frontline sales performance: A research note. <i>Journal of Retailing</i> , 2021, 97, 347-358.             | 4.0 | 4         |
| 54 | When value- and experience-related trade promotions influence retailers' sales: the moderating role of retail format strategy and channel structure. <i>European Journal of Marketing</i> , 2021, 55, 3099-3128. | 1.7 | 4         |

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|----|--|-----|-----------|
| 55 | The salesperson's role in CRM success: Exploring the value of salespersons' mapping of buying centre structure. <i>The Marketing Review</i> , 2011, 11, 249-261. | 0.1 | 2         |
| 56 | The changing landscape of product management. <i>The Marketing Review</i> , 2009, 9, 275-288.  | 0.1 | 1         |
| 57 | Sales Professionals' Use of Social Media to Create and Deploy Social Capital in US and Indian Companies. , 2018, , 143-158.                                      |     | 0         |