

# Raj Agnihotri

## List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

57  
papers

2,160  
citations

21  
h-index

46  
g-index

62  
ext. papers

2,666  
ext. citations

4.7  
avg, IF

5.58  
L-index

#	Paper	IF	Citations
57	Social media technology usage and customer relationship performance: A capabilities-based examination of social CRM. <i>Journal of Business Research</i> , <b>2014</b> , 67, 1201-1208	8.7	436
56	Social media: Influencing customer satisfaction in B2B sales. <i>Industrial Marketing Management</i> , <b>2016</b> , 53, 172-180	6.9	245
55	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> , <b>2012</b> , 32, 333-348	3.4	177
54	Performance implications of customer-linking capabilities: Examining the complementary role of customer orientation and CRM technology. <i>Journal of Business Research</i> , <b>2010</b> , 63, 1229-1236	8.7	143
53	The Sales Force Technology Performance Chain: The Role of Adaptive Selling and Effort. <i>Journal of Personal Selling and Sales Management</i> , <b>2008</b> , 28, 335-350	3.4	114
52	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> , <b>2017</b> , 66, 64-79	6.9	98
51	Understanding the role of information communication in the buyer-seller exchange process: antecedents and outcomes. <i>Journal of Business and Industrial Marketing</i> , <b>2009</b> , 24, 474-486	3	77
50	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> , <b>2017</b> , 81, 144-154	8.7	71
49	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> , <b>2017</b> , 37, 27-41	3.4	69
48	Examining the Drivers and Performance Implications of Boundary Spanner Creativity. <i>Journal of Service Research</i> , <b>2014</b> , 17, 164-181	6	63
47	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> , <b>2015</b> , 43, 357-374	12.4	53
46	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> , <b>2018</b> , 75, 55-65	6.9	48
45	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> , <b>2015</b> , 35, 164-174	3.4	45
44	An Emotion-Based Model of Salesperson Ethical Behaviors. <i>Journal of Business Ethics</i> , <b>2012</b> , 109, 243-257	4.3	39
43	Conceptualizing Salesperson Competitive Intelligence: An Individual-Level Perspective. <i>Journal of Personal Selling and Sales Management</i> , <b>2011</b> , 31, 141-155	3.4	39
42	In pursuit of an effective B2B digital marketing strategy in an emerging market. <i>Journal of the Academy of Marketing Science</i> , <b>2019</b> , 47, 1085-1108	12.4	37
41	Enhancing organizational sensemaking: An examination of the interactive effects of sales capabilities and marketing dashboards. <i>Industrial Marketing Management</i> , <b>2013</b> , 42, 824-835	6.9	34

40	Understanding the mechanism linking interpersonal traits to pro-social behaviors among salespeople: lessons from India. <i>Journal of Business and Industrial Marketing</i> , <b>2012</b> , 27, 211-227	3	26
39	Social media, customer engagement, and sales organizations: A research agenda. <i>Industrial Marketing Management</i> , <b>2020</b> , 90, 291-299	6.9	25
38	The effective use of technology in personal knowledge management. <i>Online Information Review</i> , <b>2009</b> , 33, 329-342	2	24
37	Social media and customer relationship management technologies: Influencing buyer-seller information exchanges. <i>Industrial Marketing Management</i> , <b>2020</b> , 90, 264-275	6.9	23
36	Connect within to connect outside: effect of salespeople's political skill on relationship performance. <i>Journal of Personal Selling and Sales Management</i> , <b>2017</b> , 37, 332-348	3.4	20
35	Developing a Stakeholder Approach for Recruiting Top-Level Sales Students. <i>Journal of Marketing Education</i> , <b>2014</b> , 36, 75-86	2.1	20
34	The Ambidextrous Sales Force: Aligning Salesperson Polychronicity and Selling Contexts for Sales-Service Behaviors and Customer Value. <i>Journal of Service Research</i> , <b>2020</b> , 23, 33-52	6	19
33	Under pressure: The pros and cons of putting time pressure on your salesforce. <i>Journal of Business Research</i> , <b>2019</b> , 103, 153-162	8.7	17
32	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> , <b>2016</b> , 50, 2077-2102	4.4	17
31	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> , <b>2016</b> , 36, 174-189	3.4	17
30	Perspectives on competitive intelligence within business: A tactical tool for sales- people to gain a competitive advantage. <i>The Marketing Review</i> , <b>2011</b> , 11, 363-380	1.3	17
29	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> , <b>2019</b> , 39, 138-158	3.4	13
28	The interactive effects of goal orientation and leadership style on sales performance. <i>Marketing Letters</i> , <b>2017</b> , 28, 637-649	2.3	12
27	Translating sales effort into service performance: it's an emotional ride. <i>Journal of Personal Selling and Sales Management</i> , <b>2017</b> , 37, 100-112	3.4	11
26	Collaborative Communication between Sales and Logistics and Its Impact on Business Process Effectiveness: A Theoretical Approach. <i>Journal of Marketing Channels</i> , <b>2014</b> , 21, 242-253	0.4	11
25	Can salesperson guilt lead to more satisfied customers? Findings from India. <i>Journal of Business and Industrial Marketing</i> , <b>2017</b> , 32, 951-961	3	11
24	Contrasting effects of salespeople's emotion appraisal ability in a transaction-oriented environment. <i>Journal of Business and Industrial Marketing</i> , <b>2018</b> , 33, 84-94	3	10
23	Effects of relational proclivity and marketing intelligence on new product development. <i>Marketing Intelligence and Planning</i> , <b>2013</b> , 31, 788-806	3.2	9

22	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> , <b>2020</b> , 35, 1915-1927	3	9
21	The role of manager leadership style in salesperson implementation of sales strategy: a contingency perspective. <i>Journal of Business and Industrial Marketing</i> , <b>2018</b> , 33, 1074-1086	3	8
20	Measuring and testing the impact of interpersonal mentalizing skills on retail sales performance. <i>Journal of Personal Selling and Sales Management</i> , <b>2019</b> , 39, 222-237	3.4	7
19	Inside sales social media use and its strategic implications for salesperson-customer digital engagement and performance. <i>Industrial Marketing Management</i> , <b>2022</b> , 100, 127-144	6.9	7
18	From sales force automation to digital transformation: how social media, social CRM, and artificial intelligence technologies are influencing the sales process <b>2021</b> , 21-47		7
17	Attracting Students to Sales Positions: The Case of Effective Salesperson Recruitment Ads. <i>Journal of Marketing Education</i> , <b>2020</b> , 42, 170-190	2.1	6
16	The Role of Frontline Employees' Competitive Intelligence and Intraorganizational Social Capital in Driving Customer Outcomes. <i>Journal of Service Research</i> , <b>2021</b> , 24, 269-283	6	5
15	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> , <b>2021</b> , 36, 269-280	3	4
14	Utilizing social media in a supply chain B2B setting: A knowledge perspective. <i>Journal of Business Logistics</i> ,	4.6	3
13	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> , <b>2020</b> , 40, 198-212	3.4	2
12	Digital selling: organizational and managerial influences for frontline readiness and effectiveness. <i>Journal of the Academy of Marketing Science</i> ,1	12.4	2
11	Drivers and Performance Implications of Frontline Employees' Social Capital Development and Maintenance: The Role of Online Social Networks*. <i>Decision Sciences</i> , <b>2020</b> ,	3.7	2
10	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> , <b>2021</b> , ahead-of-print,	4.4	2
9	The salesperson's role in CRM success: Exploring the value of salespersons' mapping of buying centre structure. <i>The Marketing Review</i> , <b>2011</b> , 11, 249-261	1.3	1
8	The changing landscape of product management. <i>The Marketing Review</i> , <b>2009</b> , 9, 275-288	1.3	1
7	Salesperson moral identity and value co-creation. <i>European Journal of Marketing</i> , <b>2022</b> , 56, 500-531	4.4	1
6	A little competition goes a long way' Substitutive effects of emotional intelligence and workplace competition on salesperson creative selling. <i>Marketing Letters</i> ,1	2.3	1
5	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> , <b>2020</b> , 97, 347-347	6.5	1

4	How cashback strategies yield financial benefits for retailers: The mediating role of consumers' program loyalty. <i>Journal of Business Research</i> , <b>2022</b> , 141, 200-212	8.7	o
3	Assessing the drivers and outcomes of behavioral self-leadership. <i>European Journal of Marketing</i> , <b>2021</b> , 55, 1227-1257	4.4	o
2	Developing benchmarks to capture relative performance for sales force incentives decisions: Lessons from B2B insurance industry. <i>Industrial Marketing Management</i> , <b>2021</b> , 92, 55-71	6.9	o
1	Sales Professionals' Use of Social Media to Create and Deploy Social Capital in US and Indian Companies <b>2018</b> , 143-158		