

Raj Agnihotri

List of Publications by Year in Descending Order

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Version: 2024-04-27

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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	Salesperson moral identity and value co-creation. <i>European Journal of Marketing</i> , 2022 , 56, 500-531	4.4	1
56	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	6.9	7
55	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	8.7	0
54	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	6	5
53	Assessing the drivers and outcomes of behavioral self-leadership. <i>European Journal of Marketing</i> , 2021 , 55, 1227-1257	4.4	0
52	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	6.9	0
51	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	3	4
50	From sales force automation to digital transformation: how social media, social CRM, and artificial intelligence technologies are influencing the sales process 2021 , 21-47		7
49	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 , ahead-of-print,	4.4	2
48	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	3.4	2
47	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	6	19
46	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> , 2020 , 97, 347-347	6.5	1
45	Social media and customer relationship management technologies: Influencing buyer-seller information exchanges. <i>Industrial Marketing Management</i> , 2020 , 90, 264-275	6.9	23
44	Social media, customer engagement, and sales organizations: A research agenda. <i>Industrial Marketing Management</i> , 2020 , 90, 291-299	6.9	25
43	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	3	9
42	Drivers and Performance Implications of Frontline Employees' Social Capital Development and Maintenance: The Role of Online Social Networks*. <i>Decision Sciences</i> , 2020 ,	3.7	2
41	Attracting Students to Sales Positions: The Case of Effective Salesperson Recruitment Ads. <i>Journal of Marketing Education</i> , 2020 , 42, 170-190	2.1	6

40	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	3.4	7
39	Under pressure: The pros and cons of putting time pressure on your salesforce. <i>Journal of Business Research</i> , 2019 , 103, 153-162	8.7	17
38	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	3.4	13
37	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	12.4	37
36	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	6.9	48
35	Sales Professionals' Use of Social Media to Create and Deploy Social Capital in US and Indian Companies 2018 , 143-158		
34	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	3	10
33	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	3	8
32	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	3.4	69
31	Translating sales effort into service performance: it's an emotional ride. <i>Journal of Personal Selling and Sales Management</i> , 2017 , 37, 100-112	3.4	11
30	The interactive effects of goal orientation and leadership style on sales performance. <i>Marketing Letters</i> , 2017 , 28, 637-649	2.3	12
29	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	8.7	71
28	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	3.4	20
27	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	6.9	98
26	Can salesperson guilt lead to more satisfied customers? Findings from India. <i>Journal of Business and Industrial Marketing</i> , 2017 , 32, 951-961	3	11
25	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	4.4	17
24	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	3.4	17
23	Social media: Influencing customer satisfaction in B2B sales. <i>Industrial Marketing Management</i> , 2016 , 53, 172-180	6.9	245

22	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	3.4	45
21	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	12.4	53
20	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	8.7	436
19	Developing a Stakeholder Approach for Recruiting Top-Level Sales Students. <i>Journal of Marketing Education</i> , 2014 , 36, 75-86	2.1	20
18	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	11
17	Examining the Drivers and Performance Implications of Boundary Spanner Creativity. <i>Journal of Service Research</i> , 2014 , 17, 164-181	6	63
16	Enhancing organizational sensemaking: An examination of the interactive effects of sales capabilities and marketing dashboards. <i>Industrial Marketing Management</i> , 2013 , 42, 824-835	6.9	34
15	Effects of relational proclivity and marketing intelligence on new product development. <i>Marketing Intelligence and Planning</i> , 2013 , 31, 788-806	3.2	9
14	An Emotion-Based Model of Salesperson Ethical Behaviors. <i>Journal of Business Ethics</i> , 2012 , 109, 243-257	4.3	39
13	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	3.4	177
12	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	3	26
11	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	1.3	17
10	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	1.3	1
9	Conceptualizing Salesperson Competitive Intelligence: An Individual-Level Perspective. <i>Journal of Personal Selling and Sales Management</i> , 2011 , 31, 141-155	3.4	39
8	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	8.7	143
7	The effective use of technology in personal knowledge management. <i>Online Information Review</i> , 2009 , 33, 329-342	2	24
6	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	3	77
5	The changing landscape of product management. <i>The Marketing Review</i> , 2009 , 9, 275-288	1.3	1

4	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	3.4	114
3	Digital selling: organizational and managerial influences for frontline readiness and effectiveness. <i>Journal of the Academy of Marketing Science</i> ,1	12.4	2
2	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
1	Utilizing social media in a supply chain B2B setting: A knowledge perspective. <i>Journal of Business Logistics</i> ,	4.6	3