

Sunil Mithas

List of Publications by Year in descending order

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Version: 2024-02-01

61
papers

4,932
citations

126708

33
h-index

143772

57
g-index

61
all docs

61
docs citations

61
times ranked

2954
citing authors

#	ARTICLE	IF	CITATIONS
1	Customer Satisfaction and Stock Prices: High Returns, Low Risk. <i>Journal of Marketing</i> , 2006, 70, 3-14.	7.0	568
2	Why Do Customer Relationship Management Applications Affect Customer Satisfaction?. <i>Journal of Marketing</i> , 2005, 69, 201-209.	7.0	550
3	Transforming decision-making processes: a research agenda for understanding the impact of business analytics on organisations. <i>European Journal of Information Systems</i> , 2014, 23, 433-441.	5.5	330
4	How a Firm's Competitive Environment and Digital Strategic Posture Influence Digital Business Strategy. <i>MIS Quarterly: Management Information Systems</i> , 2013, 37, 511-536.	3.1	276
5	Customer Satisfaction and Stock Prices: High Returns, Low Risk. <i>Journal of Marketing</i> , 2006, 70, 3-14.	7.0	216
6	How Information Technology Strategy and Investments Influence Firm Performance: Conjecture and Empirical Evidence. <i>MIS Quarterly: Management Information Systems</i> , 2016, 40, 223-245.	3.1	188
7	Is the World Flat or Spiky? Information Intensity, Skills, and Global Service Disaggregation. <i>Information Systems Research</i> , 2007, 18, 237-259.	2.2	159
8	Leveraging Customer Involvement for Fueling Innovation: The Role of Relational and Analytical Information Processing Capabilities. <i>MIS Quarterly: Management Information Systems</i> , 2017, 41, 367-396.	3.1	143
9	Designing Web Sites for Customer Loyalty Across Business Domains: A Multilevel Analysis. <i>Journal of Management Information Systems</i> , 2006, 23, 97-127.	2.1	137
10	A Field Study of RFID Deployment and Return Expectations. <i>Production and Operations Management</i> , 2007, 16, 599-612.	2.1	126
11	Does Platform Owner's Entry Crowd Out Innovation? Evidence from Google Photos. <i>Information Systems Research</i> , 2018, 29, 444-460.	2.2	120
12	Information Technology, Production Process Outsourcing, and Manufacturing Plant Performance. <i>Journal of Management Information Systems</i> , 2006, 23, 13-40.	2.1	109
13	Information Technology and Sustainability: Evidence from an Emerging Economy. <i>Production and Operations Management</i> , 2018, 27, 756-773.	2.1	106
14	Information Technology Outsourcing and Non-IT Operating Costs: An Empirical Investigation. <i>MIS Quarterly: Management Information Systems</i> , 2013, 37, 315-331.	3.1	103
15	Does E-Government Measure Up to E-Business? Comparing End User Perceptions of U.S. Federal Government and E-Business Web Sites. <i>Public Administration Review</i> , 2009, 69, 740-752.	2.9	102
16	Organized Complexity of Digital Business Strategy: A Configurational Perspective. <i>MIS Quarterly: Management Information Systems</i> , 2020, 44, 85-127.	3.1	101
17	Are Foreign IT Workers Cheaper? U.S. Visa Policies and Compensation of Information Technology Professionals. <i>Management Science</i> , 2010, 56, 745-765.	2.4	100
18	An investigation of the cross-national determinants of customer satisfaction. <i>Journal of the Academy of Marketing Science</i> , 2011, 39, 198-215.	7.2	97

#	ARTICLE	IF	CITATIONS
19	Human Capital and Institutional Effects in the Compensation of Information Technology Professionals in the United States. <i>Management Science</i> , 2008, 54, 415-428.	2.4	93
20	Do managers know what their customers think and why?. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 37-54.	7.2	91
21	The Effect of Information Technologyâ€œEnabled Flexibility on Formation and Market Value of Alliances. <i>Management Science</i> , 2013, 59, 207-225.	2.4	86
22	Platform Sponsor Investments and User Contributions in Knowledge Communities: The Role of Knowledge Seeding. <i>MIS Quarterly: Management Information Systems</i> , 2018, 42, 213-240.	3.1	81
23	Mitigating Diminishing Returns to R&D: The Role of Information Technology in Innovation. <i>Information Systems Research</i> , 2017, 28, 812-827.	2.2	77
24	Do Auction Parameters Affect Buyer Surplus in Eâ€œAuctions for Procurement?. <i>Production and Operations Management</i> , 2007, 16, 455-470.	2.1	76
25	From Association to Causation via a Potential Outcomes Approach. <i>Information Systems Research</i> , 2009, 20, 295-313.	2.2	72
26	Organizational Learning and Capabilities for Onshore and Offshore Business Process Outsourcing. <i>Journal of Management Information Systems</i> , 2010, 27, 11-42.	2.1	71
27	Commentaryâ€œThe Economic and Statistical Significance of Stock Returns on Customer Satisfaction. <i>Marketing Science</i> , 2009, 28, 820-825.	2.7	67
28	Performance Impacts of Strategy, Information Technology Applications, and Business Process Outsourcing in U.S. Manufacturing Plants. <i>Production and Operations Management</i> , 2007, 16, 747-762.	2.1	67
29	Modeling Heterogeneity in the Satisfaction, Loyalty Intention, and Shareholder Value Linkage: A Cross-Industry Analysis at the Customer and Firm Levels. <i>Journal of Marketing Research</i> , 2016, 53, 91-109.	3.0	63
30	Turning Complaining Customers into Loyal Customers: Moderators of the Complaint Handlingâ€œCustomer Loyalty Relationship. <i>Journal of Marketing</i> , 2020, 84, 79-99.	7.0	53
31	High tech, high touch: The effect of employee skills and customer heterogeneity on customer satisfaction with enterprise system support services. <i>Decision Support Systems</i> , 2008, 44, 509-523.	3.5	49
32	What Is Digital Intelligence?. <i>IT Professional</i> , 2017, 19, 3-6.	1.4	46
33	Research Noteâ€œInformation Technology, Customer Satisfaction, and Profit: Theory and Evidence. <i>Information Systems Research</i> , 2016, 27, 166-181.	2.2	40
34	Information technology and the autonomyâ€œcontrol duality: toward a theory. <i>Information Technology and Management</i> , 2007, 8, 147-166.	1.4	34
35	Do CRM Systems Cause One-to-One Marketing Effectiveness?. <i>Statistical Science</i> , 2006, 21, 223.	1.6	33
36	Turning Liabilities of Global Operations into Assets: IT-Enabled Social Integration Capacity and Exploratory Innovation. <i>Information Systems Research</i> , 2020, 31, 361-382.	2.2	31

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37	How Pair Programming Influences Team Performance: The Role of Backup Behavior, Shared Mental Models, and Task Novelty. <i>Information Systems Research</i> , 2019, 30, 1145-1163.	2.2	28
38	The statistical significance of portfolio returns. <i>International Journal of Research in Marketing</i> , 2009, 26, 162-163.	2.4	26
39	Information Technology Investments and Firm Risk Across Industries: Evidence from the Bond Market. <i>MIS Quarterly: Management Information Systems</i> , 2017, 41, 1347-1367.	3.1	26
40	A customer-centric five actor model for sustainability and service innovation. <i>Journal of Business Research</i> , 2021, 136, 389-401.	5.8	25
41	Research Note "Industry-Specific Human Capital and Wages: Evidence from the Business Process Outsourcing Industry. <i>Information Systems Research</i> , 2014, 25, 618-638.	2.2	23
42	Information Technology, Revenues, and Profits: Exploring the Role of Foreign and Domestic Operations. <i>Information Systems Research</i> , 2017, 28, 430-444.	2.2	20
43	An empirical and comparative analysis of E-government performance measurement models: Model selection via explanation, prediction, and parsimony. <i>Government Information Quarterly</i> , 2018, 35, 515-535.	4.0	19
44	Aligning Information Technology and Business: The Differential Effects of Alignment During Investment Planning, Delivery, and Change. <i>Information Systems Research</i> , 2020, 31, 1260-1281.	2.2	17
45	How Service Offerings and Operational Maturity Influence the Viability of Health Information Exchanges. <i>Production and Operations Management</i> , 2017, 26, 1989-2005.	2.1	13
46	How Information and Communication Technology Shapes the Influence of Culture on Innovation: A Country-level Analysis. <i>Journal of Management Information Systems</i> , 2021, 38, 108-139.	2.1	11
47	What Is Your Global Innovation Strategy?. <i>IT Professional</i> , 2013, 15, 2-6.	1.4	9
48	Information technology and Baumol's cost disease in healthcare services: a research agenda. <i>Journal of Service Management</i> , 2020, 31, 911-937.	4.4	8
49	Disciplined Autonomy and Innovation Effectiveness: The Role of Team Efficacy and Task Volatility. <i>Proceedings - Academy of Management</i> , 2015, 2015, 18802.	0.0	7
50	Digitization and Disciplined Autonomy / COMPSAC 2017: Highlights. <i>IT Professional</i> , 2017, 19, 4-10.	1.4	6
51	Beauty Is in the Eye of the Beholder: Toward a Contextual Understanding of Compensation of Information Technology Professionals Within and Across Geographies. <i>Information Systems Research</i> , 2019, 30, 892-911.	2.2	6
52	Managing Cellphone Services for Customer Satisfaction: Evidence from the Base of the Pyramid Markets. <i>Production and Operations Management</i> , 2021, 30, 438-450.	2.1	6
53	Information Technology and Firm Value. , 2014, , 72-1-72-20.		6
54	Artificial Intelligence and IT Professionals. <i>IT Professional</i> , 2018, 20, 6-13.	1.4	4

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55	Lessons from Tata's Corporate Innovation Strategy. IT Professional, 2015, 17, 2-6.	1.4	3
56	How Do Foreign Workers Affect US Workers and Firm Profits?. Proceedings - Academy of Management, 2012, 2012, 13158.	0.0	3
57	How Deadline Orientation and Product Modularity influence Software Quality and Job Satisfaction. Proceedings - Academy of Management, 2016, 2016, 16179.	0.0	2
58	Does Algorithmic Filtering Create a Filter Bubble? Evidence from Sina Weibo. Proceedings - Academy of Management, 2019, 2019, 14168.	0.0	2
59	Organizational Learning and Organizational Capabilities of Firms that Engage in Onshore and Offshore Business Process Outsourcing. , 2010, , .		1
60	Success is more than a resumÃ©. , 2013, , .		0
61	How Temporal Work Styles and Product Modularity Influence Software Quality and Job Satisfaction. , 2016, , .		0