

Sreedhar R Madhavaram

List of Publications by Year in descending order

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Version: 2024-02-01

40
papers

1,673
citations

394390

19
h-index

330122

37
g-index

40
all docs

40
docs citations

40
times ranked

1241
citing authors

#	ARTICLE	IF	CITATIONS
1	The service-dominant logic and a hierarchy of operant resources: developing masterful operant resources and implications for marketing strategy. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 67-82.	11.2	371
2	The explanatory foundations of relationship marketing theory. <i>Journal of Business and Industrial Marketing</i> , 2006, 21, 72-87.	3.0	232
3	INTEGRATED MARKETING COMMUNICATION (IMC) AND BRAND IDENTITY AS CRITICAL COMPONENTS OF BRAND EQUITY STRATEGY: A Conceptual Framework and Research Propositions. <i>Journal of Advertising</i> , 2005, 34, 69-80.	6.6	219
4	Transference and congruence effects on purchase intentions in online stores of multi-channel retailers: initial evidence from the U.S. and South Korea. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 539-557.	11.2	112
5	Adaptive marketing capabilities, dynamic capabilities, and renewal competences: The "outside vs. inside" and "static vs. dynamic" controversies in strategy. <i>Industrial Marketing Management</i> , 2020, 89, 129-139.	6.7	71
6	Customizing business-to-business (B2B) professional services: The role of intellectual capital and internal social capital. <i>Journal of Business Research</i> , 2017, 74, 38-46.	10.2	65
7	Teaching Marketing Strategy: Using Resource-Advantage Theory as an Integrative Theoretical Foundation. <i>Journal of Marketing Education</i> , 2006, 28, 93-105.	2.4	55
8	Workplace Spirituality and the Selling Organization: A Conceptual Framework and Research Propositions. <i>Journal of Personal Selling and Sales Management</i> , 2008, 28, 421-434.	2.8	53
9	Influence of congruity in store-attribute dimensions and self-image on purchase intentions in online stores of multichannel retailers. <i>Journal of Retailing and Consumer Services</i> , 2014, 21, 1013-1020.	9.4	51
10	Developing Pedagogical Competence: Issues and Implications for Marketing Education. <i>Journal of Marketing Education</i> , 2010, 32, 197-213.	2.4	35
11	Mirroring the Boss: Ethical Leadership, Emulation Intentions, and Salesperson Performance. <i>Journal of Business Ethics</i> , 2019, 159, 897-912.	6.0	35
12	Global Virtual Sales Teams (GVSTs): A Conceptual Framework of the Influence of Intellectual and Social Capital on Effectiveness. <i>Journal of Personal Selling and Sales Management</i> , 2011, 31, 311-324.	2.8	33
13	Coopetitive innovation alliance performance: Alliance competence, alliance's market orientation, and relational governance. <i>Journal of Business Research</i> , 2021, 123, 23-31.	10.2	33
14	Resource orchestration and dynamic managerial capabilities: focusing on sales managers as effective resource orchestrators. <i>Journal of Personal Selling and Sales Management</i> , 2019, 39, 23-41.	2.8	32
15	Research on Smart Shopper Feelings: An Extension. <i>Journal of Marketing Theory and Practice</i> , 2013, 21, 221-234.	4.3	31
16	The Role of Hedonic and Utilitarian Motives on the Effectiveness of Partitioned Pricing. <i>Journal of Retailing</i> , 2020, 96, 251-265.	6.2	31
17	Developing a Learning Orientation: The Role of Team-Based Active Learning. <i>Marketing Education Review</i> , 2008, 18, 37-51.	1.3	30
18	From "virtuous" to "pragmatic" pursuit of social mission. <i>Management Research Review</i> , 2015, 38, 970-991.	2.7	27

#	ARTICLE	IF	CITATIONS
19	The potential implications of web-based marketing communications for consumers' implicit and explicit brand attitudes: A call for research. <i>Psychology and Marketing</i> , 2010, 27, 186-202.	8.2	21
20	Relationship marketing strategy: an operant resource perspective. <i>Journal of Business and Industrial Marketing</i> , 2014, 29, 275-283.	3.0	20
21	Managerial action and resource advantage theory: conceptual frameworks emanating from a positive theory of competition. <i>Journal of Business and Industrial Marketing</i> , 2012, 27, 582-591.	3.0	18
22	Knowledge-based sales management strategy and the grafting metaphor: Implications for theory and practice. <i>Industrial Marketing Management</i> , 2010, 39, 1078-1087.	6.7	14
23	Approaching global industrial marketing from a managerial cognition perspective: a theoretical framework. <i>Journal of Business and Industrial Marketing</i> , 2011, 26, 532-541.	3.0	12
24	Strategic solutions for the climate change social dilemma: An integrative taxonomy, a systematic review, and research agenda. <i>Journal of Business Research</i> , 2022, 146, 619-635.	10.2	9
25	Developing complex, business-to-business products: issues and implications. <i>Management Research Review</i> , 2010, 33, 715-733.	2.7	8
26	DEVELOPING AND DEMONSTRATING EFFECTIVE PEDAGOGY IN MARKETING EDUCATION: PEDAGOGICAL COMPETENCE AS AN ORGANIZING FRAMEWORK FOR TEACHING PORTFOLIOS. <i>Marketing Education Review</i> , 2019, 29, 283-304.	1.3	8
27	A Strategic Marketing Framework for Emerging Out of the Climate Change Social Trap: The Case of the Fashion Industry. <i>Journal of Macromarketing</i> , 2022, 42, 267-291.	2.6	7
28	The appropriateness of different modes of strategy from a product-market perspective. <i>Journal of Strategic Marketing</i> , 2014, 22, 442-468.	5.5	6
29	ICTs in the context of disaster management, stakeholders, and implications. <i>Journal of Information Communication and Ethics in Society</i> , 2017, 15, 32-52.	1.5	6
30	Multinational enterprise competition: grounding the eclectic paradigm of foreign production in resource advantage theory. <i>Journal of Business and Industrial Marketing</i> , 2012, 27, 572-581.	3.0	5
31	Strategy, Decision Making, and Cognition. <i>International Journal of Strategic Decision Sciences</i> , 2017, 8, 78-98.	0.0	5
32	For dynamic relationship marketing theory: a reply to Rese. <i>Journal of Business and Industrial Marketing</i> , 2006, 21, 92-93.	3.0	4
33	Building customisation capability in B2B marketing: the role of organisational capital. <i>Journal of Marketing Management</i> , 2021, 37, 1409-1435.	2.3	4
34	SUMMATIVE AND FORMATIVE EVALUATION OF MARKETING TEACHING PORTFOLIOS: A PEDAGOGICAL COMPETENCE-BASED RUBRIC. <i>Marketing Education Review</i> , 2020, 30, 208-224.	1.3	3
35	The conceptual contributions of Shelby D. Hunt: Foundations for advancing the marketing discipline. <i>Journal of Global Scholars of Marketing Science</i> , 2021, 31, 234-254.	2.0	2
36	Marketing Strategy. , 2006, , 142-159.		2

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37	Knowledge needs of firms: the know-x framework for marketing strategy. <i>AMS Review</i> , 2014, 4, 63-77.	2.5	1
38	Shelby D. Hunt's contributions to the marketing discipline: Research programs, impact, and compelling opportunities. <i>Journal of Global Scholars of Marketing Science</i> , 2021, 31, 125-129.	2.0	1
39	Masterful operant resources, masterful marketing competences, and the masterful marketing academic. <i>Journal of Marketing Management</i> , 2023, 39, 1869-1875.	2.3	1
40	Strategy, Decision Making, and Cognition. , 2021, , 1-24.		0