

Sreedhar R Madhavaram

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.

39
papers

1,191
citations

16
h-index

34
g-index

40
ext. papers

1,390
ext. citations

4
avg, IF

4.98
L-index

#	Paper	IF	Citations
39	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	12.4	290
38	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	4.4	181
37	The explanatory foundations of relationship marketing theory. <i>Journal of Business and Industrial Marketing</i> , 2006 , 21, 72-87	3	163
36	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	12.4	88
35	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	8.7	47
34	Teaching Marketing Strategy: Using Resource-Advantage Theory as an Integrative Theoretical Foundation. <i>Journal of Marketing Education</i> , 2006 , 28, 93-105	2.1	46
33	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	8.5	41
32	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	3.4	36
31	Developing a Learning Orientation: The Role of Team-Based Active Learning. <i>Marketing Education Review</i> , 2008 , 18, 37-51	0.8	27
30	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	3.4	26
29	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	6.9	26
28	Developing Pedagogical Competence: Issues and Implications for Marketing Education. <i>Journal of Marketing Education</i> , 2010 , 32, 197-213	2.1	22
27	Research on Smart Shopper Feelings: An Extension. <i>Journal of Marketing Theory and Practice</i> , 2013 , 21, 221-234	2.2	21
26	From 'virtuous' to 'pragmatic' pursuit of social mission. <i>Management Research Review</i> , 2015 , 38, 970-991	2.8	19
25	Mirroring the Boss: Ethical Leadership, Emulation Intentions, and Salesperson Performance. <i>Journal of Business Ethics</i> , 2019 , 159, 897-912	4.3	18
24	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	3.4	16
23	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	3.9	16

22	Relationship marketing strategy: an operant resource perspective. <i>Journal of Business and Industrial Marketing</i> , 2014 , 29, 275-283	3	14
21	The Role of Hedonic and Utilitarian Motives on the Effectiveness of Partitioned Pricing. <i>Journal of Retailing</i> , 2020 , 96, 251-265	6.5	14
20	Coopetitive innovation alliance performance: Alliance competence, alliance market orientation, and relational governance. <i>Journal of Business Research</i> , 2021 , 123, 23-31	8.7	12
19	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	10
18	Knowledge-based sales management strategy and the grafting metaphor: Implications for theory and practice. <i>Industrial Marketing Management</i> , 2010 , 39, 1078-1087	6.9	10
17	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	8
16	Developing complex, business-to-business products: issues and implications. <i>Management Research Review</i> , 2010 , 33, 715-733	2.8	7
15	The appropriateness of different modes of strategy from a product-market perspective. <i>Journal of Strategic Marketing</i> , 2014 , 22, 442-468	2.7	6
14	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	0.8	5
13	Strategy, Decision Making, and Cognition. <i>International Journal of Strategic Decision Sciences</i> , 2017 , 8, 78-98	0.3	4
12	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	4
11	ICTs in the context of disaster management, stakeholders, and implications. <i>Journal of Information Communication and Ethics in Society</i> , 2017 , 15, 32-52	1.2	3
10	For dynamic relationship marketing theory: a reply to Rese. <i>Journal of Business and Industrial Marketing</i> , 2006 , 21, 92-93	3	3
9	A Strategic Marketing Framework for Emerging Out of the Climate Change Social Trap: The Case of the Fashion Industry. <i>Journal of Macromarketing</i> , 027614672110580	1.9	2
8	Marketing Strategy 2006 , 142-159		2
7	Knowledge needs of firms: the know-x framework for marketing strategy. <i>AMS Review</i> , 2014 , 4, 63-77	3	1
6	SUMMATIVE AND FORMATIVE EVALUATION OF MARKETING TEACHING PORTFOLIOS: A PEDAGOGICAL COMPETENCE-BASED RUBRIC. <i>Marketing Education Review</i> , 2020 , 30, 208-224	0.8	1
5	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	2.3	1

4	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	2.3	1
3	Building customisation capability in B2B marketing: the role of organisational capital. <i>Journal of Marketing Management</i> , 1-27	3.2	0
2	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	8.7	0
1	Strategy, Decision Making, and Cognition 2021 , 1-24		