

Rajeev Kumra

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3906743/publications.pdf>

Version: 2024-02-01

5
papers

42
citations

2258059

3
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

40
citing authors

#	ARTICLE	IF	CITATIONS
1	Drivers, Barriers, and Facilitators of Entrepreneurship at BoP: Review, Conceptual Framework and Research Agenda. <i>Journal of Macromarketing</i> , 2022, 42, 381-413.	2.6	4
2	Proactive market orientation and innovation in India: The moderating role of intrafirm causal ambiguity. <i>Journal of Management and Organization</i> , 2017, 23, 116-135.	3.0	21
3	Unraveling religious advertisementsâ€™ effectiveness in a multi-religious society. <i>Journal of Indian Business Research</i> , 2016, 8, 122-142.	2.1	2
4	Factors affecting behavioural intention to adopt 3G mobile value-added services in India. <i>International Journal of Electronic Business</i> , 2014, 11, 354.	0.4	1
5	Open book practices in buyerâ€™supplier relationships in India. <i>Journal of Business and Industrial Marketing</i> , 2012, 27, 196-210.	3.0	14