

# Rajendra K. Srivastava

## List of Publications by Citations

**Source:** <https://exaly.com/author-pdf/4902416/rajendra-k-srivastava-publications-by-citations.pdf>  
**Version:** 2024-04-10

This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.  
The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

73 papers	10,406 citations	38 h-index	78 g-index
78 ext. papers	11,555 ext. citations	6.4 avg, IF	6.2 L-index

#	Paper	IF	Citations
73	Market Orientation and Organizational Performance: Is Innovation a Missing Link?. <i>Journal of Marketing</i> , <b>1998</b> , 62, 30-45	11	1391
72	Market-Based Assets and Shareholder Value: A Framework for Analysis. <i>Journal of Marketing</i> , <b>1998</b> , 62, 2-18	11	1153
71	Market Orientation and Organizational Performance: Is Innovation a Missing Link?. <i>Journal of Marketing</i> , <b>1998</b> , 62, 30	11	971
70	Market-Based Assets and Shareholder Value: A Framework for Analysis. <i>Journal of Marketing</i> , <b>1998</b> , 62, 2	11	740
69	Measuring Marketing Productivity: Current Knowledge and Future Directions. <i>Journal of Marketing</i> , <b>2004</b> , 68, 76-89	11	619
68	The resource-based view and marketing: The role of market-based assets in gaining competitive advantage. <i>Journal of Management</i> , <b>2001</b> , 27, 777-802	8.8	602
67	Marketing, Business Processes, and Shareholder Value: An Organizationally Embedded View of Marketing Activities and the Discipline of Marketing. <i>Journal of Marketing</i> , <b>1999</b> , 63, 168-179	11	514
66	Marketing, Business Processes, and Shareholder Value: An Organizationally Embedded View of Marketing Activities and the Discipline of Marketing. <i>Journal of Marketing</i> , <b>1999</b> , 63, 168	11	411
65	S-D logic informed customer engagement: integrative framework, revised fundamental propositions, and application to CRM. <i>Journal of the Academy of Marketing Science</i> , <b>2019</b> , 47, 161-185	12.4	306
64	Challenges and Opportunities Facing Brand Management: An Introduction to the Special Issue. <i>Journal of Marketing Research</i> , <b>1994</b> , 31, 149-158	5.2	274
63	Challenges and Opportunities Facing Brand Management: An Introduction to the Special Issue. <i>Journal of Marketing Research</i> , <b>1994</b> , 31, 149	5.2	217
62	Linking Brand Equity to Customer Equity. <i>Journal of Service Research</i> , <b>2006</b> , 9, 125-138	6	187
61	Determination of Adopter Categories by Using Innovation Diffusion Models. <i>Journal of Marketing Research</i> , <b>1990</b> , 27, 37-50	5.2	185
60	Market-based capabilities and financial performance of firms: insights into marketing's contribution to firm value. <i>Journal of the Academy of Marketing Science</i> , <b>2009</b> , 37, 97-116	12.4	172
59	Applying latent trait analysis in the evaluation of prospects for cross-selling of financial services. <i>International Journal of Research in Marketing</i> , <b>1991</b> , 8, 329-349	5.5	171
58	Customer-Oriented Approaches to Identifying Product-Markets. <i>Journal of Marketing</i> , <b>1979</b> , 43, 8	11	163
57	Determination of Adopter Categories by Using Innovation Diffusion Models. <i>Journal of Marketing Research</i> , <b>1990</b> , 27, 37	5.2	158

56	The Integrated Networks Model: Explaining Resource Allocations in Network Markets. <i>Journal of Marketing</i> , <b>2003</b> , 67, 29-45	11	141
55	Linking Customer Assets to Financial Performance. <i>Journal of Service Research</i> , <b>2002</b> , 5, 26-38	6	127
54	Financial Value of Brands in Mergers and Acquisitions: Is Value in the Eye of the Beholder?. <i>Journal of Marketing</i> , <b>2008</b> , 72, 49-64	11	123
53	A Customer-oriented Approach for Determining Market Structures. <i>Journal of Marketing</i> , <b>1984</b> , 48, 32-45	11	116
52	Factors influencing the likelihood of customer defection: The role of consumer knowledge. <i>Journal of the Academy of Marketing Science</i> , <b>2003</b> , 31, 164-175	12.4	106
51	. <i>IBM Systems Journal</i> , <b>2001</b> , 40, 889-907		84
50	Part IV: How Do Reputations Affect Corporate Performance?: The Value of Corporate Reputation: Evidence from the Equity Markets. <i>Corporate Reputation Review</i> , <b>1997</b> , 1, 61-68	1	83
49	Marketing Strategy and Wall Street: Nailing down Marketing's Impact. <i>Journal of Marketing</i> , <b>2009</b> , 73, 115-118	11	82
48	A Customer-Oriented Approach for Determining Market Structures. <i>Journal of Marketing</i> , <b>1984</b> , 48, 32	11	79
47	Financial Value of Brands in Mergers and Acquisitions: Is Value in the Eye of the Beholder?. <i>Journal of Marketing</i> , <b>2008</b> , 72, 49-64	11	63
46	Determinants of Bilateral Trade Flows. <i>The Journal of Business</i> , <b>1986</b> , 59, 623		59
45	An Approach to Assess the Importance of Brand Equity in Acquisition Decisions. <i>Journal of Product Innovation Management</i> , <b>2003</b> , 11, 221-235	7.1	57
44	Managing Intraorganizational Diffusion of Technological Innovations. <i>Industrial Marketing Management</i> , <b>1998</b> , 27, 229-246	6.9	53
43	Market Structure Analysis: Hierarchical Clustering of Products Based on Substitution-in-Use. <i>Journal of Marketing</i> , <b>1981</b> , 45, 38	11	49
42	Coupon Attractiveness and Coupon Proneness: A Framework for Modeling Coupon Redemption. <i>Journal of Marketing Research</i> , <b>1997</b> , 34, 517	5.2	48
41	Differential Pricing for Information Sharing Under Competition. <i>Production and Operations Management</i> , <b>2011</b> , 20, 235-252	3.6	46
40	An Ideal-Point Probabilistic Choice Model for Heterogeneous Preferences. <i>Marketing Science</i> , <b>1986</b> , 5, 199-218	3.6	46
39	Marketing mix and brand sales in global markets: Examining the contingent role of country-market characteristics. <i>Journal of International Business Studies</i> , <b>2015</b> , 46, 596-619	8.5	44

38	A multi-attribute diffusion model for forecasting the adoption of investment alternatives for consumers. <i>Technological Forecasting and Social Change</i> , <b>1985</b> , 28, 325-333	9.5	42
37	A simultaneous model for innovative product category sales diffusion and competitive dynamics. <i>International Journal of Research in Marketing</i> , <b>1999</b> , 16, 95-111	5.5	41
36	Predicting Choice Shares under Conditions of Brand Interdependence. <i>Journal of Marketing Research</i> , <b>1984</b> , 21, 420	5.2	40
35	Determining the going market value of a business in an emerging information technology industry: The case of the cellular communications industry. <i>Technological Forecasting and Social Change</i> , <b>1995</b> , 49, 257-279	9.5	38
34	Building Reliable Air-Travel Infrastructure Using Empirical Data and Stochastic Models of Airline Networks. <i>Operations Research</i> , <b>2013</b> , 61, 45-64	2.3	36
33	An Approach to Assess the Importance of Brand Equity in Acquisition Decisions <b>1994</b> , 11, 221		35
32	Product recalls and the moderating role of brand commitment. <i>Marketing Letters</i> , <b>2014</b> , 25, 179-191	2.3	34
31	Robust Airline Scheduling Under Block-Time Uncertainty. <i>Transportation Science</i> , <b>2011</b> , 45, 451-464	4.4	33
30	Product, person, and purpose: putting the consumer back into theories of dynamic market behaviour. <i>Journal of Strategic Marketing</i> , <b>1999</b> , 7, 191-208	2.7	30
29	Consumer decision-making in a multi-generational choice set context. <i>Journal of Business Research</i> , <b>2001</b> , 53, 123-136	8.7	29
28	A Dynamic IT Adoption Model for the SOHO Market: PC Generational Decisions with Technological Expectations. <i>Management Science</i> , <b>2002</b> , 48, 222-240	3.9	27
27	Driving Shareholder Value: The Role of Marketing in Reducing Vulnerability and Volatility of Cash Flows. <i>Journal of Market-Focused Management</i> , <b>1997</b> , 2, 49-64		25
26	Inferring Market Structure with Aggregate Data: A Latent Segment Logit Approach. <i>Journal of Marketing Research</i> , <b>1993</b> , 30, 369	5.2	25
25	Explaining Context Effects on Choice Using a Model of Comparative Judgment. <i>Journal of Consumer Psychology</i> , <b>2000</b> , 9, 167-177	3.1	23
24	Impact of component supplier branding on profitability. <i>International Journal of Research in Marketing</i> , <b>2014</b> , 31, 409-424	5.5	20
23	Optimal Decentralization of Early Infant Diagnosis of HIV in Resource-Limited Settings. <i>Manufacturing and Service Operations Management</i> , <b>2015</b> , 17, 191-207	4.6	20
22	Incorporating choice dynamics in models of consumer behavior. <i>Marketing Letters</i> , <b>1991</b> , 2, 241-252	2.3	20
21	Sources of Miscomprehension in Television Advertising. <i>Journal of Advertising</i> , <b>1984</b> , 13, 17-26	4.4	20

20	From Customer-, to Actor-, to Stakeholder Engagement: Taking Stock, Conceptualization, and Future Directions. <i>Journal of Service Research</i> , 109467052097768	6	19
19	Customer Acquisition and Retention Spending: An Analytical Model and Empirical Investigation in Wireless Telecommunications Markets. <i>Journal of Marketing Research</i> , <b>2016</b> , 53, 728-744	5.2	18
18	Should firms conceal information when dealing with common suppliers?. <i>Naval Research Logistics</i> , <b>2015</b> , 62, 1-15	1.5	18
17	A dynamic neighborhood based tabu search algorithm for real-world flight instructor scheduling problems. <i>European Journal of Operational Research</i> , <b>2006</b> , 169, 978-993	5.6	15
16	Utilization of business technologies: Managing relationship-based benefits for buying and supplying firms. <i>Industrial Marketing Management</i> , <b>2010</b> , 39, 473-484	6.9	13
15	Store Manager-Store Performance Relationship: A Research Note. <i>Journal of Retailing</i> , <b>2019</b> , 95, 144-155	6.5	12
14	The nature of individual investors' heterogeneous expectations. <i>Journal of Economic Psychology</i> , <b>1984</b> , 5, 251-263	2.5	12
13	Managing retailer-supplier partnerships with EDI: Evaluation and implementation. <i>Long Range Planning</i> , <b>1997</b> , 30, 862-876	5.7	11
12	Multidimensionality of Locus of Control for Common Stock Investors. <i>Psychological Reports</i> , <b>1982</b> , 51, 361-362	1.6	10
11	Do More Risk-Averse Investors Have Lower Net Worth and Income?. <i>Financial Review</i> , <b>1993</b> , 28, 91-106	1.3	9
10	An exploratory study of portfolio objectives and asset holdings. <i>Journal of Economic Behavior and Organization</i> , <b>1992</b> , 19, 285-306	1.6	8
9	A Model to Explain Shareholder Returns: Marketing Implications. <i>Journal of Business Research</i> , <b>2000</b> , 50, 157-167	8.7	7
8	The determinants of investment in collectibles: A probit analysis. <i>Journal of Socio-Economics</i> , <b>1982</b> , 11, 123-134		6
7	Modeling cross-price effects on inter-category dynamics: The case of three computing platforms. <i>Omega</i> , <b>2007</b> , 35, 290-301	7.2	5
6	A Geographical Analysis of the Innovativeness of States. <i>Economic Geography</i> , <b>1988</b> , 64, 137	3.9	4
5	Information costs and portfolio selection. <i>Journal of Banking and Finance</i> , <b>1984</b> , 8, 417-429	2.6	4
4	The resource-based view and marketing: The role of market-based assets in gaining competitive advantage		4
3	The Connected Customer		3

- 2 Strategic Implication of Pharmaceutical Packaging to Enhance Prescription from Indian Doctors - A Study on the Four Metro Cities. *Business Perspectives and Research*, **2012**, 1, 61-76 0.9
- 1 Uncertainty as a Management Evaluation Tool for Infrastructure Projects **1997**, 127-143