

Piyush Sharma

List of Publications by Year in descending order

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Version: 2024-02-01

93
papers

4,553
citations

117453

34
h-index

118652

62
g-index

97
all docs

97
docs citations

97
times ranked

3092
citing authors

#	ARTICLE	IF	CITATIONS
1	Country of origin effects in developed and emerging markets: Exploring the contrasting roles of materialism and value consciousness. <i>Journal of International Business Studies</i> , 2011, 42, 285-306.	4.6	361
2	Impulse buying and variety seeking: A trait-correlates perspective. <i>Journal of Business Research</i> , 2010, 63, 276-283.	5.8	282
3	Measuring personal cultural orientations: scale development and validation. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 787-806.	7.2	269
4	Managing uncertainty during a global pandemic: An international business perspective. <i>Journal of Business Research</i> , 2020, 116, 188-192.	5.8	260
5	Impact of store environment on impulse buying behavior. <i>European Journal of Marketing</i> , 2013, 47, 1711-1732.	1.7	248
6	Demystifying Intercultural Service Encounters. <i>Journal of Service Research</i> , 2009, 12, 227-242.	7.8	157
7	Consumer ethnocentrism: Reconceptualization and cross-cultural validation. <i>Journal of International Business Studies</i> , 2015, 46, 381-389.	4.6	143
8	Gender and age as moderators in the service evaluation process. <i>Journal of Services Marketing</i> , 2012, 26, 102-114.	1.7	105
9	Counterfeit proneness: Conceptualisation and scale development. <i>Journal of Marketing Management</i> , 2011, 27, 602-626.	1.2	101
10	Intercultural service encounters (ICSE): an extended framework and empirical validation. <i>Journal of Services Marketing</i> , 2012, 26, 521-534.	1.7	101
11	Internal service quality as a driver of employee satisfaction, commitment and performance. <i>Journal of Service Management</i> , 2016, 27, 773-797.	4.4	98
12	Marketing resources, performance, and competitive advantage: A review and future research directions. <i>Journal of Business Research</i> , 2016, 69, 5547-5552.	5.8	92
13	Demystifying the impact of CEO transformational leadership on firm performance: Interactive roles of exploratory innovation and environmental uncertainty. <i>Journal of Business Research</i> , 2019, 96, 85-96.	5.8	92
14	Product innovation as a mediator in the impact of R&D expenditure and brand equity on marketing performance. <i>Journal of Business Research</i> , 2016, 69, 5662-5669.	5.8	81
15	Scarcity Appeal in Advertising: Exploring the Moderating Roles of Need for Uniqueness and Message Framing. <i>Journal of Advertising</i> , 2015, 44, 349-359.	4.1	78
16	Impact of product differentiation, marketing investments and brand equity on pricing strategies. <i>European Journal of Marketing</i> , 2015, 49, 760-781.	1.7	68
17	Role of HRM in knowledge integration: Towards a conceptual framework. <i>Journal of Business Research</i> , 2020, 109, 524-535.	5.8	67
18	Store environment's impact on variety seeking behavior. <i>Journal of Retailing and Consumer Services</i> , 2012, 19, 419-428.	5.3	66

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19	Managing customer relationships in the emerging markets â€“ guanxi as a driver of Chinese customer loyalty. <i>Journal of Business Research</i> , 2018, 86, 356-365.	5.8	66
20	Examining the role of attribution and intercultural competence in intercultural service encounters. <i>Journal of Services Marketing</i> , 2014, 28, 159-170.	1.7	64
21	Exploring impulse buying in services: toward an integrative framework. <i>Journal of the Academy of Marketing Science</i> , 2014, 42, 154-170.	7.2	63
22	Gender equity and public health outcomes: The COVID-19 experience. <i>Journal of Business Research</i> , 2020, 116, 193-198.	5.8	62
23	Demystifying Cultural Differences in Country-of-Origin Effects: Exploring the Moderating Roles of Product Type, Consumption Context, and Involvement. <i>Journal of International Consumer Marketing</i> , 2011, 23, 344-364.	2.3	60
24	Impact of political connections on Chinese export firms' performance â€“ Lessons for other emerging markets. <i>Journal of Business Research</i> , 2020, 106, 24-34.	5.8	60
25	Exploring impulse buying and variety seeking by retail shoppers: towards a common conceptual framework. <i>Journal of Marketing Management</i> , 2010, 26, 473-494.	1.2	57
26	Celebrity influences on consumer decision making: new insights and research directions. <i>Journal of Marketing Management</i> , 2019, 35, 1159-1192.	1.2	51
27	Consumer ethnocentrism vs. intercultural competence as moderators in intercultural service encounters. <i>Journal of Services Marketing</i> , 2015, 29, 93-102.	1.7	50
28	Interactive effects of information exchange, relationship capital and environmental uncertainty on international joint venture (IJV) performance: An emerging markets perspective. <i>International Business Review</i> , 2019, 28, 101481.	2.6	50
29	Demystifying the differences in the impact of training and incentives on employee performance: mediating roles of trust and knowledge sharing. <i>Journal of Knowledge Management</i> , 2020, 24, 1987-2006.	3.2	44
30	Circular economy adoption by SMEs in emerging markets: Towards a multilevel conceptual framework. <i>Journal of Business Research</i> , 2022, 142, 605-619.	5.8	43
31	Exploring customer reactions to offshore call centers: toward a comprehensive conceptual framework. <i>Journal of Services Marketing</i> , 2009, 23, 289-300.	1.7	41
32	Complainers versus non-complainers: a multi-national investigation of individual and situational influences on customer complaint behaviour. <i>Journal of Marketing Management</i> , 2010, 26, 163-180.	1.2	40
33	Offshore outsourcing of customer services â€“ boon or bane?. <i>Journal of Services Marketing</i> , 2012, 26, 352-364.	1.7	40
34	Antecedents, outcomes, and mediating role of internal reference prices in pay-what-you-want (PWYW) pricing. <i>Marketing Intelligence and Planning</i> , 2016, 34, 117-136.	2.1	40
35	Exploring the role of international R&D activities in the impact of technological and marketing capabilities on SMEsâ€™ performance. <i>Journal of Business Research</i> , 2021, 128, 650-660.	5.8	39
36	Service role and outcome as moderators in intercultural service encounters. <i>Journal of Service Management</i> , 2015, 26, 137-155.	4.4	38

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37	Exploring the interactions among external reference price, social visibility and purchase motivation in pay-what-you-want pricing. <i>European Journal of Marketing</i> , 2016, 50, 816-837.	1.7	38
38	Attribution of success and failure in intercultural service encounters: the moderating role of personal cultural orientations. <i>Journal of Services Marketing</i> , 2016, 30, 643-658.	1.7	38
39	Role of personal cultural orientations in intercultural service encounters. <i>Journal of Services Marketing</i> , 2016, 30, 223-237.	1.7	38
40	Demystifying the link between emotional loneliness and brand loyalty: Mediating roles of nostalgia, materialism, and self-brand connections. <i>Psychology and Marketing</i> , 2021, 38, 537-552.	4.6	38
41	Shopping motivation as a moderator in the retail service evaluation. <i>Journal of Services Marketing</i> , 2013, 27, 40-48.	1.7	37
42	The impact of relational versus technological resources on e-loyalty: A comparative study between local, national and foreign branded banks. <i>Industrial Marketing Management</i> , 2018, 72, 48-58.	3.7	37
43	Impact of frontline service employees' acculturation behaviors on customer satisfaction and commitment in intercultural service encounters. <i>Journal of Service Theory and Practice</i> , 2017, 27, 1105-1121.	1.9	34
44	Customer participation and service outcomes: mediating role of task-related affective well-being. <i>Journal of Services Marketing</i> , 2019, 33, 16-30.	1.7	33
45	From regional innovation systems to global innovation hubs: Evidence of a Quadruple Helix from an emerging economy. <i>Journal of Business Research</i> , 2021, 128, 587-598.	5.8	33
46	Looking beyond impulse buying. <i>European Journal of Marketing</i> , 2014, 48, 1159-1179.	1.7	30
47	Exploring the Role of Attitudinal Functions in Counterfeit Purchase Behavior via an Extended Conceptual Framework. <i>Psychology and Marketing</i> , 2017, 34, 294-308.	4.6	28
48	Tourist Shoppers' Evaluation of Retail Service: A Study of Cross-Border Versus International Outshoppers. <i>Journal of Hospitality and Tourism Research</i> , 2018, 42, 392-419.	1.8	28
49	The impact of psychological contract breaches within east-west buyer-supplier relationships. <i>Industrial Marketing Management</i> , 2020, 89, 220-231.	3.7	26
50	Exploring customers' zone of tolerance for B2B professional service quality. <i>Journal of Services Marketing</i> , 2015, 29, 380-392.	1.7	25
51	Challenges and opportunities for marketers in the emerging markets. <i>Journal of Business Research</i> , 2018, 86, 210-216.	5.8	25
52	A typology of viral ad sharers using sentiment analysis. <i>Journal of Retailing and Consumer Services</i> , 2020, 53, 101739.	5.3	25
53	Looking beyond traditional measures of advertising impact: Using neuroscientific methods to evaluate social marketing messages. <i>Journal of Business Research</i> , 2019, 105, 121-135.	5.8	24
54	Interactive effects of situational and enduring involvement with perceived crowding and time pressure in pay-what-you-want (PWYW) pricing. <i>Journal of Business Research</i> , 2020, 109, 88-100.	5.8	24

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55	Exploring the role of spotlight effect in payâ€whatâ€youâ€want (PWYW) pricingâ€”An anchoring and adjustment perspective. <i>Psychology and Marketing</i> , 2021, 38, 866-880.	4.6	24
56	Investor sentiment and advertising expenditure. <i>International Journal of Research in Marketing</i> , 2018, 35, 611-627.	2.4	23
57	Interactive effects of brand reputation and ESG on green bond issues: A sustainable development perspective. <i>Business Strategy and the Environment</i> , 2023, 32, 570-586.	8.5	23
58	Spirituality and religiosity at the junction of consumerism: Exploring consumer preference for spiritual brands. <i>International Journal of Consumer Studies</i> , 2018, 42, 724-735.	7.2	22
59	Demystifying deliberate counterfeit purchase behaviour: towards a unified conceptual framework. <i>Marketing Intelligence and Planning</i> , 2016, 34, .	2.1	21
60	Exploring the Role of INDâ€COL as a Moderator in the Comprehensive Service Evaluation Model. <i>Journal of International Consumer Marketing</i> , 2012, 24, 129-142.	2.3	20
61	Regulatory focus, nutrition involvement, and nutrition knowledge. <i>Appetite</i> , 2019, 137, 267-273.	1.8	17
62	Demystifying the impact of self-indulgence and self-control on customer-employee rapport and customer happiness. <i>Journal of Retailing and Consumer Services</i> , 2020, 53, 101967.	5.3	17
63	Exploring service climate and employee performance in multicultural service settings. <i>Journal of Services Marketing</i> , 2017, 31, 784-798.	1.7	15
64	Moderating effects of service separation on customer relationships with service firms. <i>Journal of Service Theory and Practice</i> , 2019, 29, 71-92.	1.9	15
65	Masking, claiming and preventing innovation in cross-border B2B relationships: Neo-colonial frameworks of power in global IT industry. <i>Journal of Business Research</i> , 2021, 132, 327-339.	5.8	14
66	How B2B relationships influence new product development in entrepreneurial firms? The role of psychological tension. <i>Journal of Business Research</i> , 2022, 139, 1451-1462.	5.8	14
67	Looking Beyond First-Person Effects (FPEs) in the Influence of Scarcity Appeals in Advertising: A Replication and Extension of Eisend (2008). <i>Journal of Advertising</i> , 2016, 45, 78-84.	4.1	13
68	When in Rome! Complaint contagion effect in multi-actor service ecosystems. <i>Journal of Business Research</i> , 2020, 121, 628-641.	5.8	12
69	Using spotlight effect to curb counterfeit consumption â€” an experimental investigation. <i>Marketing Intelligence and Planning</i> , 2015, 33, 556-574.	2.1	11
70	Challenges and opportunities for services marketers in a culturally diverse global marketplace. <i>Journal of Services Marketing</i> , 2018, 32, 521-529.	1.7	11
71	Moderating effects of socio-cultural values on pro-environmental behaviors. <i>Marketing Intelligence and Planning</i> , 2020, 38, 603-618.	2.1	11
72	Exploring the dark side of third-party certification effect in B2B relationships: A professional financial services perspective. <i>Journal of Business Research</i> , 2021, 127, 123-136.	5.8	11

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73	Exploring the Zone of Tolerance for Internal Customers in IT-Enabled Call Centers. <i>Journal of Service Research</i> , 2013, 16, 277-294.	7.8	9
74	Threat, efficacy and message framing in consumer healthcare. <i>Marketing Intelligence and Planning</i> , 2017, 35, 442-457.	2.1	9
75	Managing customer relationships in emerging markets. <i>Journal of Service Theory and Practice</i> , 2019, 29, 592-609.	1.9	9
76	Social and technical chains-of-effects in business-to-business (B2B) service relationships. <i>European Journal of Marketing</i> , 2020, 54, 1225-1246.	1.7	9
77	“Happy-performing managers”-thesis. <i>International Journal of Manpower</i> , 2019, 40, 356-372.	2.5	8
78	The Routledge Companion to Wellbeing at Work. , 0, , .		8
79	Challenges in internationalization of R&D teams: Impact of foreign technocrats in top management teams on firm innovations. <i>Journal of Business Research</i> , 2021, 128, 728-741.	5.8	7
80	Interactive impact of ethnic distance and cultural familiarity on the perceived effects of free trade agreements. <i>Asia Pacific Journal of Management</i> , 2019, 36, 135-160.	2.9	6
81	Exploring the moderating role of construal levels on the impact of process vs outcome attributes on service evaluations. <i>Journal of Service Theory and Practice</i> , 2019, 29, 375-398.	1.9	6
82	Consumer ambivalence toward contraception “ towards an integrative framework. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2015, 9, 95-117.	0.7	4
83	Morphological Analysis of general system“environment complexes: Representation and application. <i>Systems Research and Behavioral Science</i> , 2022, 39, 218-240.	0.9	4
84	Cultural differences in deliberate counterfeit purchase behavior. <i>Marketing Intelligence and Planning</i> , 2022, 40, 121-137.	2.1	4
85	Understanding Consumer Reactions to Offshore Outsourcing of Customer Services. , 0, , 326-340.		3
86	Exploring the role of spiritual leaders as celebrity business founders and brand endorsers. <i>Marketing Intelligence and Planning</i> , 2021, ahead-of-print, .	2.1	3
87	An introduction to the special issue on the past, present and future research on deliberate lookalikes. <i>Journal of Product and Brand Management</i> , 2019, 28, 701-706.	2.6	2
88	Are Strong Brands a Source of Competitive Advantage in the Virtual World?. , 2012, , 4-23.		2
89	Adopting big data to create an “outside-in” global perspective of guanxi. <i>Journal of Business Research</i> , 2022, 139, 614-628.	5.8	2
90	Demystifying the non-linear effect of high commitment work systems (HCWS) on firms“ strategic intention of exploratory innovation: An extended resource-based view. <i>Technovation</i> , 2022, 116, 102499.	4.2	2

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91	Understanding Consumer Reactions to Offshore Outsourcing of Customer Services. , 2009, , 228-240.		1
92	Demystifying the evaluation of brands endorsed by religious leaders in the emerging markets. International Marketing Review, 2023, 40, 155-175.	2.2	1
93	Using Schmid-Leiman solution with higher-order constructs in marketing research. Marketing Intelligence and Planning, 2022, ahead-of-print, .	2.1	0