

# Piyush Sharma

## List of Publications by Citations

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**Version:** 2024-04-24

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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.

89  
papers

2,867  
citations

29  
h-index

51  
g-index

97  
ext. papers

3,681  
ext. citations

5.6  
avg. IF

6.27  
L-index

#	Paper	IF	Citations
89	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> , <b>2011</b> , 42, 285-306	8.5	284
88	Measuring personal cultural orientations: scale development and validation. <i>Journal of the Academy of Marketing Science</i> , <b>2010</b> , 38, 787-806	12.4	195
87	Impulse buying and variety seeking: A trait-correlates perspective. <i>Journal of Business Research</i> , <b>2010</b> , 63, 276-283	8.7	194
86	Impact of store environment on impulse buying behavior. <i>European Journal of Marketing</i> , <b>2013</b> , 47, 1711-1732	17.32	152
85	Demystifying Intercultural Service Encounters: Toward a Comprehensive Conceptual Framework. <i>Journal of Service Research</i> , <b>2009</b> , 12, 227-242	6	125
84	Managing uncertainty during a global pandemic: An international business perspective. <i>Journal of Business Research</i> , <b>2020</b> , 116, 188-192	8.7	106
83	Consumer ethnocentrism: Reconceptualization and cross-cultural validation. <i>Journal of International Business Studies</i> , <b>2015</b> , 46, 381-389	8.5	98
82	Intercultural service encounters (ICSE): an extended framework and empirical validation. <i>Journal of Services Marketing</i> , <b>2012</b> , 26, 521-534	4	83
81	Counterfeit proneness: Conceptualisation and scale development. <i>Journal of Marketing Management</i> , <b>2011</b> , 27, 602-626	3.2	80
80	Gender and age as moderators in the service evaluation process. <i>Journal of Services Marketing</i> , <b>2012</b> , 26, 102-114	4	75
79	Internal service quality as a driver of employee satisfaction, commitment and performance. <i>Journal of Service Management</i> , <b>2016</b> , 27, 773-797	7.4	67
78	Marketing resources, performance, and competitive advantage: A review and future research directions. <i>Journal of Business Research</i> , <b>2016</b> , 69, 5547-5552	8.7	60
77	Product innovation as a mediator in the impact of R&D expenditure and brand equity on marketing performance. <i>Journal of Business Research</i> , <b>2016</b> , 69, 5662-5669	8.7	54
76	Scarcity Appeal in Advertising: Exploring the Moderating Roles of Need for Uniqueness and Message Framing. <i>Journal of Advertising</i> , <b>2015</b> , 44, 349-359	4.4	52
75	Examining the role of attribution and intercultural competence in intercultural service encounters. <i>Journal of Services Marketing</i> , <b>2014</b> , 28, 159-170	4	52
74	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> , <b>2011</b> , 23, 344-364	2.1	49
73	Exploring impulse buying in services: toward an integrative framework. <i>Journal of the Academy of Marketing Science</i> , <b>2014</b> , 42, 154-170	12.4	47

72	Store environment's impact on variety seeking behavior. <i>Journal of Retailing and Consumer Services</i> , <b>2012</b> , 19, 419-428	8.5	44
71	Exploring impulse buying and variety seeking by retail shoppers: towards a common conceptual framework. <i>Journal of Marketing Management</i> , <b>2010</b> , 26, 473-494	3.2	44
70	Demystifying the impact of CEO transformational leadership on firm performance: Interactive roles of exploratory innovation and environmental uncertainty. <i>Journal of Business Research</i> , <b>2019</b> , 96, 85-96	8.7	42
69	Consumer ethnocentrism vs. intercultural competence as moderators in intercultural service encounters. <i>Journal of Services Marketing</i> , <b>2015</b> , 29, 93-102	4	39
68	Impact of product differentiation, marketing investments and brand equity on pricing strategies. <i>European Journal of Marketing</i> , <b>2015</b> , 49, 760-781	4.4	38
67	Managing customer relationships in the emerging markets Guanxi as a driver of Chinese customer loyalty. <i>Journal of Business Research</i> , <b>2018</b> , 86, 356-365	8.7	35
66	Exploring customer reactions to offshore call centers: toward a comprehensive conceptual framework. <i>Journal of Services Marketing</i> , <b>2009</b> , 23, 289-300	4	34
65	Role of HRM in knowledge integration: Towards a conceptual framework. <i>Journal of Business Research</i> , <b>2020</b> , 109, 524-535	8.7	34
64	Offshore outsourcing of customer services Boon or bane?. <i>Journal of Services Marketing</i> , <b>2012</b> , 26, 352-364	4.4	33
63	Complainers versus non-complainers: a multi-national investigation of individual and situational influences on customer complaint behaviour. <i>Journal of Marketing Management</i> , <b>2010</b> , 26, 163-180	3.2	32
62	Gender equity and public health outcomes: The COVID-19 experience. <i>Journal of Business Research</i> , <b>2020</b> , 116, 193-198	8.7	31
61	Shopping motivation as a moderator in the retail service evaluation. <i>Journal of Services Marketing</i> , <b>2013</b> , 27, 40-48	4	29
60	Exploring the interactions among external reference price, social visibility and purchase motivation in pay-what-you-want pricing. <i>European Journal of Marketing</i> , <b>2016</b> , 50, 816-837	4.4	29
59	Service role and outcome as moderators in intercultural service encounters. <i>Journal of Service Management</i> , <b>2015</b> , 26, 137-155	7.4	28
58	Attribution of success and failure in intercultural service encounters: the moderating role of personal cultural orientations. <i>Journal of Services Marketing</i> , <b>2016</b> , 30, 643-658	4	26
57	Role of personal cultural orientations in intercultural service encounters. <i>Journal of Services Marketing</i> , <b>2016</b> , 30, 223-237	4	25
56	Impact of frontline service employees' acculturation behaviors on customer satisfaction and commitment in intercultural service encounters. <i>Journal of Service Theory and Practice</i> , <b>2017</b> , 27, 1105-1121	3.1	24
55	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> , <b>2018</b> , 72, 48-58	6.9	23

54	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> , <b>2019</b> , 28, 101481	6.2	23
53	Impact of political connections on Chinese export firms' performance [Lessons for other emerging markets. <i>Journal of Business Research</i> , <b>2020</b> , 106, 24-34	8.7	22
52	Looking beyond impulse buying. <i>European Journal of Marketing</i> , <b>2014</b> , 48, 1159-1179	4.4	21
51	Antecedents, outcomes, and mediating role of internal reference prices in pay-what-you-want (PWYW) pricing. <i>Marketing Intelligence and Planning</i> , <b>2016</b> , 34, 117-136	3.2	21
50	Exploring the Role of Attitudinal Functions in Counterfeit Purchase Behavior via an Extended Conceptual Framework. <i>Psychology and Marketing</i> , <b>2017</b> , 34, 294-308	3.9	19
49	Tourist Shoppers[Evaluation of Retail Service: A Study of Cross-Border Versus International Outshoppers. <i>Journal of Hospitality and Tourism Research</i> , <b>2018</b> , 42, 392-419	3.3	19
48	Celebrity influences on consumer decision making: new insights and research directions. <i>Journal of Marketing Management</i> , <b>2019</b> , 35, 1159-1192	3.2	19
47	Exploring the Role of INDICOL as a Moderator in the Comprehensive Service Evaluation Model. <i>Journal of International Consumer Marketing</i> , <b>2012</b> , 24, 129-142	2.1	19
46	Exploring customers[zone of tolerance for B2B professional service quality. <i>Journal of Services Marketing</i> , <b>2015</b> , 29, 380-392	4	18
45	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> , <b>2020</b> , 24, 1987-2006	7.3	17
44	The impact of psychological contract breaches within east-west buyer-supplier relationships. <i>Industrial Marketing Management</i> , <b>2020</b> , 89, 220-231	6.9	15
43	From regional innovation systems to global innovation hubs: Evidence of a Quadruple Helix from an emerging economy. <i>Journal of Business Research</i> , <b>2021</b> , 128, 587-598	8.7	15
42	Customer participation and service outcomes: mediating role of task-related affective well-being. <i>Journal of Services Marketing</i> , <b>2019</b> , 33, 16-30	4	14
41	Spirituality and religiosity at the junction of consumerism: Exploring consumer preference for spiritual brands. <i>International Journal of Consumer Studies</i> , <b>2018</b> , 42, 724-735	5.7	14
40	Demystifying deliberate counterfeit purchase behaviour: towards a unified conceptual framework. <i>Marketing Intelligence and Planning</i> , <b>2016</b> , 34,	3.2	14
39	A typology of viral ad sharers using sentiment analysis. <i>Journal of Retailing and Consumer Services</i> , <b>2020</b> , 53, 101739	8.5	14
38	Investor sentiment and advertising expenditure. <i>International Journal of Research in Marketing</i> , <b>2018</b> , 35, 611-627	5.5	12
37	Challenges and opportunities for marketers in the emerging markets. <i>Journal of Business Research</i> , <b>2018</b> , 86, 210-216	8.7	11

36	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> , <b>2016</b> , 45, 78-84	4.4	11
35	Moderating effects of service separation on customer relationships with service firms. <i>Journal of Service Theory and Practice</i> , <b>2019</b> , 29, 71-92	3.1	11
34	Regulatory focus, nutrition involvement, and nutrition knowledge. <i>Appetite</i> , <b>2019</b> , 137, 267-273	4.5	10
33	Using spotlight effect to curb counterfeit consumption: An experimental investigation. <i>Marketing Intelligence and Planning</i> , <b>2015</b> , 33, 556-574	3.2	10
32	Circular economy adoption by SMEs in emerging markets: Towards a multilevel conceptual framework. <i>Journal of Business Research</i> , <b>2022</b> , 142, 605-619	8.7	10
31	Exploring the role of international R&D activities in the impact of technological and marketing capabilities on SMEs performance. <i>Journal of Business Research</i> , <b>2021</b> , 128, 650-660	8.7	10
30	Exploring service climate and employee performance in multicultural service settings. <i>Journal of Services Marketing</i> , <b>2017</b> , 31, 784-798	4	9
29	Looking beyond traditional measures of advertising impact: Using neuroscientific methods to evaluate social marketing messages. <i>Journal of Business Research</i> , <b>2019</b> , 105, 121-135	8.7	9
28	Exploring the Zone of Tolerance for Internal Customers in IT-Enabled Call Centers. <i>Journal of Service Research</i> , <b>2013</b> , 16, 277-294	6	9
27	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> , <b>2020</b> , 109, 88-100	8.7	8
26	The Routledge Companion to Wellbeing at Work		7
25	Exploring the role of spotlight effect in pay-what-you-want (PWYW) pricing: An anchoring and adjustment perspective. <i>Psychology and Marketing</i> , <b>2021</b> , 38, 866-880	3.9	7
24	Demystifying the impact of self-indulgence and self-control on customer-employee rapport and customer happiness. <i>Journal of Retailing and Consumer Services</i> , <b>2020</b> , 53, 101967	8.5	7
23	Demystifying the link between emotional loneliness and brand loyalty: Mediating roles of nostalgia, materialism, and self-brand connections. <i>Psychology and Marketing</i> , <b>2021</b> , 38, 537-552	3.9	7
22	Exploring the dark side of third-party certification effect in B2B relationships: A professional financial services perspective. <i>Journal of Business Research</i> , <b>2021</b> , 127, 123-136	8.7	6
21	Threat, efficacy and message framing in consumer healthcare. <i>Marketing Intelligence and Planning</i> , <b>2017</b> , 35, 442-457	3.2	5
20	When in Rome! Complaint contagion effect in multi-actor service ecosystems. <i>Journal of Business Research</i> , <b>2020</b> , 121, 628-641	8.7	5
19	Moderating effects of socio-cultural values on pro-environmental behaviors. <i>Marketing Intelligence and Planning</i> , <b>2020</b> , 38, 603-618	3.2	5

18	Managing customer relationships in emerging markets. <i>Journal of Service Theory and Practice</i> , <b>2019</b> , 29, 592-609	3.1	5
17	Happy-performing managers thesis. <i>International Journal of Manpower</i> , <b>2019</b> , 40, 356-372	2.5	4
16	Challenges and opportunities for services marketers in a culturally diverse global marketplace. <i>Journal of Services Marketing</i> , <b>2018</b> , 32, 521-529	4	4
15	Interactive impact of ethnic distance and cultural familiarity on the perceived effects of free trade agreements. <i>Asia Pacific Journal of Management</i> , <b>2019</b> , 36, 135-160	2.5	4
14	Social and technical chains-of-effects in business-to-business (B2B) service relationships. <i>European Journal of Marketing</i> , <b>2020</b> , 54, 1225-1246	4.4	4
13	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> , <b>2021</b> , 132, 327-339	8.7	4
12	Consumer ambivalence toward contraception towards an integrative framework. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , <b>2015</b> , 9, 95-117	1.3	3
11	Understanding Consumer Reactions to Offshore Outsourcing of Customer Services 326-340		3
10	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> , <b>2019</b> , 29, 375-398	3.1	3
9	Cultural differences in deliberate counterfeit purchase behavior. <i>Marketing Intelligence and Planning</i> , <b>2021</b> , ahead-of-print,	3.2	2
8	How B2B relationships influence new product development in entrepreneurial firms? The role of psychological tension. <i>Journal of Business Research</i> , <b>2021</b> , 139, 1451-1451	8.7	2
7	Are Strong Brands a Source of Competitive Advantage in the Virtual World? <b>2012</b> , 4-23		2
6	Challenges in internationalization of R&D teams: Impact of foreign technocrats in top management teams on firm innovations. <i>Journal of Business Research</i> , <b>2021</b> , 128, 728-741	8.7	2
5	Understanding Consumer Reactions to Offshore Outsourcing of Customer Services <b>2009</b> , 228-240		1
4	An introduction to the special issue on the past, present and future research on deliberate lookalikes. <i>Journal of Product and Brand Management</i> , <b>2019</b> , 28, 701-706	4.3	1
3	Adopting big data to create an outside-in global perspective of guanxi. <i>Journal of Business Research</i> , <b>2022</b> , 139, 614-628	8.7	
2	Exploring the Role of Salesperson Attributes and Service Behaviors in Adaptive Selling <b>2015</b> , 63-79		
1	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> , <b>2022</b> , 116, 102499	7.9	

