

# Piyush Sharma

## List of Publications by Year in Descending Order

**Source:** <https://exaly.com/author-pdf/5723462/piyush-sharma-publications-by-year.pdf>

**Version:** 2024-04-24

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.

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	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
88	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	
87	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	
86	Cultural differences in deliberate counterfeit purchase behavior. <i>Marketing Intelligence and Planning</i> , <b>2021</b> , ahead-of-print,	3.2	2
85	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
84	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
83	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
82	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
81	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
80	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
79	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
78	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
77	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
76	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
75	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
74	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
73	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

72	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
71	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
70	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
69	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
68	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
67	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
66	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
65	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
64	¶ Happy-performing managers ¶ Thesis. <i>International Journal of Manpower</i> , <b>2019</b> , 40, 356-372	2.5	4
63	Regulatory focus, nutrition involvement, and nutrition knowledge. <i>Appetite</i> , <b>2019</b> , 137, 267-273	4.5	10
62	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
61	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
60	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
59	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
58	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
57	Managing customer relationships in emerging markets. <i>Journal of Service Theory and Practice</i> , <b>2019</b> , 29, 592-609	3.1	5
56	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
55	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

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	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
52	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
51	Challenges and opportunities for marketers in the emerging markets. <i>Journal of Business Research</i> , <b>2018</b> , 86, 210-216	8.7	11
50	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
49	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
48	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
47	Investor sentiment and advertising expenditure. <i>International Journal of Research in Marketing</i> , <b>2018</b> , 35, 611-627	5.5	12
46	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
45	Threat, efficacy and message framing in consumer healthcare. <i>Marketing Intelligence and Planning</i> , <b>2017</b> , 35, 442-457	3.2	5
44	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
43	Exploring service climate and employee performance in multicultural service settings. <i>Journal of Services Marketing</i> , <b>2017</b> , 31, 784-798	4	9
42	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
41	Role of personal cultural orientations in intercultural service encounters. <i>Journal of Services Marketing</i> , <b>2016</b> , 30, 223-237	4	25
40	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
39	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
38	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
37	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

36	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
35	Demystifying deliberate counterfeit purchase behaviour: towards a unified conceptual framework. <i>Marketing Intelligence and Planning</i> , <b>2016</b> , 34,	3.2	14
34	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
33	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
32	Exploring customers' zone of tolerance for B2B professional service quality. <i>Journal of Services Marketing</i> , <b>2015</b> , 29, 380-392	4	18
31	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
30	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
29	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
28	Consumer ethnocentrism: Reconceptualization and cross-cultural validation. <i>Journal of International Business Studies</i> , <b>2015</b> , 46, 381-389	8.5	98
27	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
26	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
25	Exploring the Role of Salesperson Attributes and Service Behaviors in Adaptive Selling <b>2015</b> , 63-79		
24	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
23	Looking beyond impulse buying. <i>European Journal of Marketing</i> , <b>2014</b> , 48, 1159-1179	4.4	21
22	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
21	Impact of store environment on impulse buying behavior. <i>European Journal of Marketing</i> , <b>2013</b> , 47, 1711-1732	4.4	152
20	Shopping motivation as a moderator in the retail service evaluation. <i>Journal of Services Marketing</i> , <b>2013</b> , 27, 40-48	4	29
19	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

18	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
17	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
16	Intercultural service encounters (ICSE): an extended framework and empirical validation. <i>Journal of Services Marketing</i> , <b>2012</b> , 26, 521-534	4	83
15	Gender and age as moderators in the service evaluation process. <i>Journal of Services Marketing</i> , <b>2012</b> , 26, 102-114	4	75
14	Offshore outsourcing of customer services Boon or bane?. <i>Journal of Services Marketing</i> , <b>2012</b> , 26, 352-364	4	33
13	Are Strong Brands a Source of Competitive Advantage in the Virtual World? <b>2012</b> , 4-23		2
12	Counterfeit proneness: Conceptualisation and scale development. <i>Journal of Marketing Management</i> , <b>2011</b> , 27, 602-626	3.2	80
11	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
10	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
9	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
8	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
7	Impulse buying and variety seeking: A trait-correlates perspective. <i>Journal of Business Research</i> , <b>2010</b> , 63, 276-283	8.7	194
6	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
5	Demystifying Intercultural Service Encounters: Toward a Comprehensive Conceptual Framework. <i>Journal of Service Research</i> , <b>2009</b> , 12, 227-242	6	125
4	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
3	Understanding Consumer Reactions to Offshore Outsourcing of Customer Services <b>2009</b> , 228-240		1
2	Understanding Consumer Reactions to Offshore Outsourcing of Customer Services <b>2009</b> , 326-340		3
1	The Routledge Companion to Wellbeing at Work		7

