

Naveen Donthu

List of Publications by Year in descending order

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Version: 2024-02-01

108
papers

17,443
citations

50170

46
h-index

25716

108
g-index

110
all docs

110
docs citations

110
times ranked

7898
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 1 | How to conduct a bibliometric analysis: An overview and guidelines. <i>Journal of Business Research</i> , 2021, 133, 285-296. | 5.8 | 2,877 |
| 2 | An Examination of Selected Marketing Mix Elements and Brand Equity. <i>Journal of the Academy of Marketing Science</i> , 2000, 28, 195-211. | 7.2 | 2,003 |
| 3 | Developing and validating a multidimensional consumer-based brand equity scale. <i>Journal of Business Research</i> , 2001, 52, 1-14. | 5.8 | 1,932 |
| 4 | Effects of COVID-19 on business and research. <i>Journal of Business Research</i> , 2020, 117, 284-289. | 5.8 | 1,142 |
| 5 | Brand Equity, Brand Preference, and Purchase Intent. <i>Journal of Advertising</i> , 1995, 24, 25-40. | 4.1 | 894 |
| 6 | Using the technology acceptance model to explain how attitudes determine Internet usage: The role of perceived access barriers and demographics. <i>Journal of Business Research</i> , 2006, 59, 999-1007. | 5.8 | 702 |
| 7 | Cultural Influences on Service Quality Expectations. <i>Journal of Service Research</i> , 1998, 1, 178-186. | 7.8 | 583 |
| 8 | Forty-five years of <i>Journal of Business Research</i> : A bibliometric analysis. <i>Journal of Business Research</i> , 2020, 109, 1-14. | 5.8 | 421 |
| 9 | A Longitudinal Analysis of Satisfaction and Profitability. <i>Journal of Business Research</i> , 2000, 47, 161-171. | 5.8 | 392 |
| 10 | The Intensity of Ethnic Affiliation: A Study of the Sociology of Hispanic Consumption. <i>Journal of Consumer Research</i> , 1986, 13, 214. | 3.5 | 386 |
| 11 | Cultivating Trust and Harvesting Value in Virtual Communities. <i>Management Science</i> , 2008, 54, 113-128. | 2.4 | 377 |
| 12 | Guidelines for advancing theory and practice through bibliometric research. <i>Journal of Business Research</i> , 2022, 148, 101-115. | 5.8 | 269 |
| 13 | Retail productivity assessment using data envelopment analysis. <i>Journal of Retailing</i> , 1998, 74, 89-105. | 4.0 | 252 |
| 14 | Communication and Promotion Decisions in Retailing: A Review and Directions for Future Research. <i>Journal of Retailing</i> , 2009, 85, 42-55. | 4.0 | 233 |
| 15 | Investigating how Word-of-Mouth Conversations about Brands Influence Purchase and Retransmission Intentions. <i>Journal of Marketing Research</i> , 2016, 53, 225-239. | 3.0 | 208 |
| 16 | The Effects of Marketing Education and Individual Cultural Values on Marketing Ethics of Students. <i>Journal of Marketing Education</i> , 2002, 24, 92-103. | 1.6 | 207 |
| 17 | What messages to post? Evaluating the popularity of social media communications in business versus consumer markets. <i>Industrial Marketing Management</i> , 2017, 62, 77-87. | 3.7 | 188 |
| 18 | Web site customer orientations, Web site quality, and purchase intentions: The role of Web site personality. <i>Journal of Business Research</i> , 2009, 62, 441-450. | 5.8 | 185 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 19 | Mapping the electronic word-of-mouth (eWOM) research: A systematic review and bibliometric analysis. <i>Journal of Business Research</i> , 2021, 135, 758-773. | 5.8 | 179 |
| 20 | The Impact Of Content And Design Elements On Banner Advertising Click-Through Rates. <i>Journal of Advertising Research</i> , 2003, 43, 410-418. | 1.0 | 165 |
| 21 | Cultural Influences on the Diffusion of New Products. <i>Journal of International Consumer Marketing</i> , 2002, 14, 49-63. | 2.3 | 158 |
| 22 | How to Foster and Sustain Engagement in Virtual Communities. <i>California Management Review</i> , 2011, 53, 80-110. | 3.4 | 157 |
| 23 | Marketing's Credibility: A Longitudinal Investigation of Marketing Communication Productivity and Shareholder Value. <i>Journal of Marketing</i> , 2006, 70, 70-91. | 7.0 | 151 |
| 24 | Benchmarking marketing productivity using data envelopment analysis. <i>Journal of Business Research</i> , 2005, 58, 1474-1482. | 5.8 | 145 |
| 25 | The fluent online shopping experience. <i>Journal of Business Research</i> , 2014, 67, 2486-2493. | 5.8 | 142 |
| 26 | Impact of strength of ethnic identification on Hispanic shopping behavior. <i>Journal of Retailing</i> , 1994, 70, 383-393. | 4.0 | 140 |
| 27 | Why customers won't relate: Obstacles to relationship marketing engagement. <i>Journal of Business Research</i> , 2011, 64, 749-756. | 5.8 | 135 |
| 28 | Advertising Repetition and Placement Issues in On-Line Environments. <i>Journal of Advertising</i> , 2008, 37, 31-44. | 4.1 | 121 |
| 29 | The Effect of Personal Cultural Orientation on Consumer Ethnocentrism. <i>Journal of International Consumer Marketing</i> , 2005, 18, 7-44. | 2.3 | 114 |
| 30 | A bibliometric retrospection of marketing from the lens of psychology: Insights from <i>Psychology & Marketing</i> . <i>Psychology and Marketing</i> , 2021, 38, 834-865. | 4.6 | 112 |
| 31 | Marketing's Credibility: A Longitudinal Investigation of Marketing Communication Productivity and Shareholder Value. <i>Journal of Marketing</i> , 2006, 70, 70-91. | 7.0 | 103 |
| 32 | Research Constituents, Intellectual Structure, and Collaboration Patterns in <i>Journal of International Marketing</i> : An Analytical Retrospective. <i>Journal of International Marketing</i> , 2021, 29, 1-25. | 2.5 | 99 |
| 33 | The relative importance of brands in modified rebuy purchase situations. <i>International Journal of Research in Marketing</i> , 2010, 27, 248-260. | 2.4 | 97 |
| 34 | Personalization in personalized marketing: Trends and ways forward. <i>Psychology and Marketing</i> , 2022, 39, 1529-1562. | 4.6 | 90 |
| 35 | Implications of Firm Controllable Factors on Export Growth. <i>Journal of Global Marketing</i> , 1993, 7, 47-64. | 2.0 | 89 |
| 36 | Value of special issues in the journal of business research: A bibliometric analysis. <i>Journal of Business Research</i> , 2021, 125, 295-313. | 5.8 | 89 |

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|----|---|------|-----------|
| 37 | Assessing advertising media spending inefficiencies in generating sales. <i>Journal of Business Research</i> , 2005, 58, 28-36. | 5.8 | 82 |
| 38 | The influence of purchase situation on buying center structure and involvement: a select meta-analysis of organizational buying behavior research. <i>Journal of Business Research</i> , 2005, 58, 1381-1390. | 5.8 | 82 |
| 39 | A Profile of the Internet Shopper: Evidence from Six Countries. <i>Journal of Marketing Theory and Practice</i> , 2009, 17, 267-282. | 2.6 | 81 |
| 40 | Hispanic coupon usage: The impact of strong and weak ethnic identification. <i>Psychology and Marketing</i> , 1992, 9, 501-510. | 4.6 | 80 |
| 41 | Benchmarking Advertising Efficiency. <i>Journal of Advertising Research</i> , 2001, 41, 7-18. | 1.0 | 74 |
| 42 | What factors influence buying center brand sensitivity?. <i>Industrial Marketing Management</i> , 2012, 41, 508-520. | 3.7 | 73 |
| 43 | The financial contribution of customer-oriented marketing capability. <i>Journal of the Academy of Marketing Science</i> , 2014, 42, 380-399. | 7.2 | 66 |
| 44 | Forty years of the <i>International Journal of Information Management</i> : A bibliometric analysis. <i>International Journal of Information Management</i> , 2021, 57, 102307. | 10.5 | 66 |
| 45 | A bibliometric overview of the <i>Journal of Hospitality and Tourism Management</i> : Research contributions and influence. <i>Journal of Hospitality and Tourism Management</i> , 2021, 47, 273-288. | 3.5 | 65 |
| 46 | Multi-unit retail site selection processes: incorporating opening delays and unidentified competition. <i>Journal of Retailing</i> , 2000, 76, 113-127. | 4.0 | 58 |
| 47 | Evaluating the efficiency of Internet banner advertisements. <i>Journal of Business Research</i> , 2007, 60, 365-370. | 5.8 | 49 |
| 48 | Noteâ€”Estimating Geographic Customer Densities Using Kernel Density Estimation. <i>Marketing Science</i> , 1989, 8, 191-203. | 2.7 | 45 |
| 49 | A Cross-Country Investigation of Recall of and Attitude toward Comparative Advertising. <i>Journal of Advertising</i> , 1998, 27, 111-122. | 4.1 | 45 |
| 50 | Why negative brand extension evaluations do not always negatively affect the brand: The role of central and peripheral brand associations. <i>Journal of Business Research</i> , 2014, 67, 2611-2619. | 5.8 | 45 |
| 51 | Research Published in <i>Management International Review</i> from 2006 to 2020: A Bibliometric Analysis and Future Directions. <i>Management International Review</i> , 2021, 61, 599-642. | 2.1 | 43 |
| 52 | A retrospective evaluation of <i>Marketing Intelligence and Planning</i>: 1983â€”2019. <i>Marketing Intelligence and Planning</i> , 2020, 39, 48-73. | 2.1 | 39 |
| 53 | A retrospective review of the first 35Âyears of the <i>International Journal of Research in Marketing</i> . <i>International Journal of Research in Marketing</i> , 2021, 38, 232-269. | 2.4 | 39 |
| 54 | Emotional Appeal and Incentive Offering in Banner Advertisements. <i>Journal of Interactive Advertising</i> , 2004, 4, 30-37. | 3.0 | 37 |

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|----|--|-----|-----------|
| 55 | Outdoor advertising for business markets. <i>Industrial Marketing Management</i> , 2006, 35, 236-247. | 3.7 | 36 |
| 56 | Mapping of <i>Journal of Service Research</i> Themes: A 22-Year Review. <i>Journal of Service Research</i> , 2022, 25, 187-193. | 7.8 | 34 |
| 57 | Capturing Geographically Localized Misspecification Error in Retail Store Choice Models. <i>Journal of Marketing Research</i> , 1995, 32, 103. | 3.0 | 33 |
| 58 | Channel Efficiency. <i>Journal of Marketing Channels</i> , 1998, 6, 1-15. | 0.4 | 33 |
| 59 | Managing Voice-to-Voice Encounters. <i>Journal of Service Research</i> , 2006, 8, 234-244. | 7.8 | 33 |
| 60 | Gender Differences in Trust Formation in Virtual Communities. <i>Journal of Marketing Theory and Practice</i> , 2012, 20, 39-58. | 2.6 | 33 |
| 61 | A bibliometric review of <i>International Marketing Review (IMR)</i> : past, present, and future. <i>International Marketing Review</i> , 2021, 38, 840-878. | 2.2 | 33 |
| 62 | How does marketing capability impact abnormal stock returns? The mediating role of growth. <i>Journal of Business Research</i> , 2018, 82, 19-30. | 5.8 | 31 |
| 63 | <i>Journal of Service Theory and Practice</i> at age 30: past, present and future contributions to service research. <i>Journal of Service Theory and Practice</i> , 2021, 31, 265-295. | 1.9 | 31 |
| 64 | Double Jeopardy in Television Program Choice. <i>Journal of the Academy of Marketing Science</i> , 1994, 22, 180-185. | 7.2 | 30 |
| 65 | Effects of cognitive age, dispositional time perceptions, and time view manipulations on product attribute evaluations. <i>Journal of Business Research</i> , 2013, 66, 2171-2177. | 5.8 | 30 |
| 66 | <i>Journal of Marketing Theory and Practice</i> : a retrospective of 2005–2019. <i>Journal of Marketing Theory and Practice</i> , 2020, 28, 117-137. | 2.6 | 28 |
| 67 | Investigating the immediate and long-term effects of job stressors on frontline service employees. <i>International Journal of Research in Marketing</i> , 2011, 28, 319-331. | 2.4 | 27 |
| 68 | Intellectual structure and publication pattern in <i>International Journal of Advertising</i> : a bibliometric analysis during 1982–2019. <i>International Journal of Advertising</i> , 2021, 40, 148-174. | 4.2 | 26 |
| 69 | Volunteerism of older adults in the United States. <i>International Review on Public and Nonprofit Marketing</i> , 2012, 9, 1-18. | 1.3 | 24 |
| 70 | Brand authenticity: literature review, comprehensive definition, and an amalgamated scale. <i>Journal of Marketing Theory and Practice</i> , 2023, 31, 129-145. | 2.6 | 24 |
| 71 | The <i>Journal of Advertising</i> 's Production and Dissemination of Advertising Knowledge: A 50th Anniversary Commemorative Review. <i>Journal of Advertising</i> , 2022, 51, 153-187. | 4.1 | 23 |
| 72 | Capturing dynamics in the value for brand recommendations from word-of-mouth conversations. <i>Journal of Business Research</i> , 2019, 104, 247-260. | 5.8 | 20 |

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|----|--|-----|-----------|
| 73 | Mapping of <i>Journal of Services Marketing</i> themes: a retrospective overview using bibliometric analysis. <i>Journal of Services Marketing</i> , 2022, 36, 340-363. | 1.7 | 20 |
| 74 | A retrospective overview of <i>Asia Pacific Journal of Marketing and Logistics</i> using a bibliometric analysis. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2020, 33, 783-806. | 1.8 | 18 |
| 75 | Quality Control in Services Industry. <i>Services Marketing Quarterly</i> , 1991, 7, 31-55. | 0.1 | 16 |
| 76 | An escalation of commitment perspective on allocation-of-effort decisions in professional selling. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 879-894. | 7.2 | 16 |
| 77 | Three Decades of the <i>Journal of Teaching in International Business</i> : A Bibliometric Overview. <i>Journal of Teaching in International Business</i> , 2020, 31, 259-285. | 0.2 | 14 |
| 78 | Thirty years of product and brand management research: a retrospective review of the <i>Journal of Product and Brand Management</i> using bibliometric analysis. <i>Journal of Product and Brand Management</i> , 2022, 31, 1141-1167. | 2.6 | 14 |
| 79 | The Performance Implications of Planning, Implementation, and Evolution of Firms' Customer and Competitor Orientations. <i>Journal of Marketing Theory and Practice</i> , 2014, 22, 349-366. | 2.6 | 13 |
| 80 | Identifying escalation of commitment in B2B new product development projects using data envelopment analysis. <i>Journal of Business and Industrial Marketing</i> , 2014, 29, 209-214. | 1.8 | 13 |
| 81 | A retrospective overview of <i>Journal of Enterprise Information Management</i> using bibliometric analysis. <i>Journal of Enterprise Information Management</i> , 2022, 35, 504-529. | 4.4 | 13 |
| 82 | The Single Consumer. <i>Journal of Advertising Research</i> , 2002, 42, 77-84. | 1.0 | 12 |
| 83 | Role of absorptive capabilities in outsourcing the headquarters selling task in the United States. <i>Industrial Marketing Management</i> , 2014, 43, 1079-1084. | 3.7 | 12 |
| 84 | A retrospective of the <i>Journal of Strategic Marketing</i> from 1993 to 2019 using bibliometric analysis. <i>Journal of Strategic Marketing</i> , 2022, 30, 239-259. | 3.7 | 11 |
| 85 | A Programming and Positioning Strategy for Cable Television Networks. <i>Journal of Advertising</i> , 1988, 17, 6-13. | 4.1 | 10 |
| 86 | An Illustrative Application of Multi-Unit Franchise Expansion in a Local Retail Market. <i>Journal of Marketing Channels</i> , 2007, 14, 85-106. | 0.4 | 10 |
| 87 | The impact of advertising, trustworthiness, and valence on the effectiveness of blogs. <i>International Journal of Electronic Marketing and Retailing</i> , 2013, 5, 317. | 0.1 | 10 |
| 88 | A Scientometric Study Of the <i>Journal of Advertising Research</i> . <i>Journal of Advertising Research</i> , 2022, 62, 105-117. | 1.0 | 10 |
| 89 | Music and its multitude of meanings: Exploring what makes brand placements in music videos authentic. <i>Journal of Brand Management</i> , 2017, 24, 140-160. | 2.0 | 9 |
| 90 | Practice Prize Paper—Implementing Integrated Marketing Science Modeling at a Non-Profit Organization: Balancing Multiple Business Objectives at Georgia Aquarium. <i>Marketing Science</i> , 2015, 34, 804-814. | 2.7 | 8 |

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| 91 | Comparing market areas using kernel density estimation. <i>Journal of the Academy of Marketing Science</i> , 1991, 19, 323-332. | 7.2 | 7 |
| 92 | Drivers of Trade Promotion Receptiveness: The Role of Relationship and Trade Promotion Satisfaction. <i>Journal of Marketing Theory and Practice</i> , 2013, 21, 45-56. | 2.6 | 7 |
| 93 | The <i>Journal of Consumer Marketing</i> at age 35: a retrospective overview. <i>Journal of Consumer Marketing</i> , 2021, 38, 178-190. | 1.2 | 7 |
| 94 | Research constituents and citation analysis of the <i>Journal of Business and Industrial Marketing</i> (1986–2019). <i>Journal of Business and Industrial Marketing</i> , 2021, 36, 1435-1451. | 1.8 | 7 |
| 95 | <i>Journal of Marketing Education</i> : A Retrospective Overview Between 1979 and 2019. <i>Journal of Marketing Education</i> , 2021, 43, 139-158. | 1.6 | 7 |
| 96 | Foundations of knowledge management: intellectual structure and citation drivers of the <i>Journal of Knowledge Management</i> . <i>Journal of Knowledge Management</i> , 2023, 27, 953-974. | 3.2 | 7 |
| 97 | What Do We Know about Trade Promotions? Contributions, Limitations, and Further Research. <i>Journal of Promotion Management</i> , 2011, 17, 183-206. | 2.4 | 6 |
| 98 | <i>Canadian Journal of Administrative Sciences</i> : A Retrospective Review Using Bibliometric Analysis. <i>Canadian Journal of Administrative Sciences</i> , 2022, 39, 359-380. | 0.9 | 6 |
| 99 | Comparative Advertising of Professional Services. <i>Services Marketing Quarterly</i> , 1993, 9, 95-103. | 0.1 | 4 |
| 100 | Decision Making Under Parity: An Experimental Examination of Retailers' Choice Among Parity Trade Promotions. <i>Journal of Marketing Theory and Practice</i> , 2017, 25, 105-124. | 2.6 | 4 |
| 101 | The making of box-office collection: qualitative insights from Bollywood. <i>Marketing Intelligence and Planning</i> , 2022, 40, 1010-1023. | 2.1 | 4 |
| 102 | Effectiveness of Outdoor Advertising of Services. <i>Services Marketing Quarterly</i> , 1995, 11, 33-44. | 0.1 | 3 |
| 103 | Differences in consumer perceptions of similarity and dissimilarity. <i>Marketing Letters</i> , 1993, 4, 31-38. | 1.9 | 1 |
| 104 | Productivity of internet shops. <i>International Journal of Electronic Business</i> , 2007, 5, 243. | 0.2 | 1 |
| 105 | The usefulness of online reviews in financial services. <i>International Journal of Electronic Marketing and Retailing</i> , 2016, 7, 66. | 0.1 | 1 |
| 106 | Where the twain shall meet? A study of best practices to resolve retailer-supplier acrimony in post-audit recovery of trade promotion dollars. <i>Journal of Marketing Channels</i> , 2020, 26, 89-107. | 0.4 | 1 |
| 107 | Fight or flight?: Understanding customer response to CRM tactics. <i>Journal of Global Scholars of Marketing Science</i> , 2021, 31, 318-336. | 1.4 | 1 |
| 108 | The impact of Medium Specific Investment and trust on the use of the internet for information search. <i>International Journal of Electronic Marketing and Retailing</i> , 2007, 1, 289. | 0.1 | 0 |