

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	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
2	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
3	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
4	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
5	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
6	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
7	A Scientometric Study Of the <i>Journal of Advertising Research</i> . <i>Journal of Advertising Research</i> , 2022, 62, 105-117.	1.0	10
8	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
9	Personalization in personalized marketing: Trends and ways forward. <i>Psychology and Marketing</i> , 2022, 39, 1529-1562.	4.6	90
10	Guidelines for advancing theory and practice through bibliometric research. <i>Journal of Business Research</i> , 2022, 148, 101-115.	5.8	269
11	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
12	The making of box-office collection: qualitative insights from Bollywood. <i>Marketing Intelligence and Planning</i> , 2022, 40, 1010-1023.	2.1	4
13	<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
14	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
15	A retrospective review of the first 35 years 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
16	<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
17	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
18	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

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19	Research constituents and citation analysis of the <i>Journal of Business and Industrial Marketing</i> (1986â€“2019). <i>Journal of Business and Industrial Marketing</i> , 2021, 36, 1435-1451.	1.8	7
20	<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
21	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
22	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
23	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
24	Forty years of the International Journal of Information Management: A bibliometric analysis. <i>International Journal of Information Management</i> , 2021, 57, 102307.	10.5	66
25	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
26	A bibliometric overview of the Journal of Hospitality and Tourism Management: Research contributions and influence. <i>Journal of Hospitality and Tourism Management</i> , 2021, 47, 273-288.	3.5	65
27	How to conduct a bibliometric analysis: An overview and guidelines. <i>Journal of Business Research</i> , 2021, 133, 285-296.	5.8	2,877
28	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
29	Research Published in Management International Review from 2006 to 2020: A Bibliometric Analysis and Future Directions. <i>Management International Review</i> , 2021, 61, 599-642.	2.1	43
30	Forty-five years of Journal of Business Research: A bibliometric analysis. <i>Journal of Business Research</i> , 2020, 109, 1-14.	5.8	421
31	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
32	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
33	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
34	Where the twain shall meet? A study of best practices to resolve retailerâ€™supplier acrimony in post-audit recovery of trade promotion dollars. <i>Journal of Marketing Channels</i> , 2020, 26, 89-107.	0.4	1
35	Effects of COVID-19 on business and research. <i>Journal of Business Research</i> , 2020, 117, 284-289.	5.8	1,142
36	<i>Journal of Marketing Theory and Practice</i>: a retrospective of 2005â€“2019. <i>Journal of Marketing Theory and Practice</i> , 2020, 28, 117-137.	2.6	28

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37	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
38	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
39	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
40	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
41	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
42	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
43	The usefulness of online reviews in financial services. <i>International Journal of Electronic Marketing and Retailing</i> , 2016, 7, 66.	0.1	1
44	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
45	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
46	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
47	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
48	The fluent online shopping experience. <i>Journal of Business Research</i> , 2014, 67, 2486-2493.	5.8	142
49	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
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	The financial contribution of customer-oriented marketing capability. <i>Journal of the Academy of Marketing Science</i> , 2014, 42, 380-399.	7.2	66
52	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
53	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
54	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

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55	Gender Differences in Trust Formation in Virtual Communities. <i>Journal of Marketing Theory and Practice</i> , 2012, 20, 39-58.	2.6	33
56	What factors influence buying center brand sensitivity?. <i>Industrial Marketing Management</i> , 2012, 41, 508-520.	3.7	73
57	Volunteerism of older adults in the United States. <i>International Review on Public and Nonprofit Marketing</i> , 2012, 9, 1-18.	1.3	24
58	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
59	How to Foster and Sustain Engagement in Virtual Communities. <i>California Management Review</i> , 2011, 53, 80-110.	3.4	157
60	Why customers won't relate: Obstacles to relationship marketing engagement. <i>Journal of Business Research</i> , 2011, 64, 749-756.	5.8	135
61	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
62	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
63	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
64	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
65	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
66	Advertising Repetition and Placement Issues in On-Line Environments. <i>Journal of Advertising</i> , 2008, 37, 31-44.	4.1	121
67	Cultivating Trust and Harvesting Value in Virtual Communities. <i>Management Science</i> , 2008, 54, 113-128.	2.4	377
68	Productivity of internet shops. <i>International Journal of Electronic Business</i> , 2007, 5, 243.	0.2	1
69	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
70	Evaluating the efficiency of Internet banner advertisements. <i>Journal of Business Research</i> , 2007, 60, 365-370.	5.8	49
71	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
72	Outdoor advertising for business markets. <i>Industrial Marketing Management</i> , 2006, 35, 236-247.	3.7	36

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73	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
74	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
75	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
76	Managing Voice-to-Voice Encounters. <i>Journal of Service Research</i> , 2006, 8, 234-244.	7.8	33
77	The Effect of Personal Cultural Orientation on Consumer Ethnocentrism. <i>Journal of International Consumer Marketing</i> , 2005, 18, 7-44.	2.3	114
78	Assessing advertising media spending inefficiencies in generating sales. <i>Journal of Business Research</i> , 2005, 58, 28-36.	5.8	82
79	Benchmarking marketing productivity using data envelopment analysis. <i>Journal of Business Research</i> , 2005, 58, 1474-1482.	5.8	145
80	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
81	Emotional Appeal and Incentive Offering in Banner Advertisements. <i>Journal of Interactive Advertising</i> , 2004, 4, 30-37.	3.0	37
82	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
83	Cultural Influences on the Diffusion of New Products. <i>Journal of International Consumer Marketing</i> , 2002, 14, 49-63.	2.3	158
84	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
85	The Single Consumer. <i>Journal of Advertising Research</i> , 2002, 42, 77-84.	1.0	12
86	Developing and validating a multidimensional consumer-based brand equity scale. <i>Journal of Business Research</i> , 2001, 52, 1-14.	5.8	1,932
87	Benchmarking Advertising Efficiency. <i>Journal of Advertising Research</i> , 2001, 41, 7-18.	1.0	74
88	Multi-unit retail site selection processes: incorporating opening delays and unidentified competition. <i>Journal of Retailing</i> , 2000, 76, 113-127.	4.0	58
89	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
90	A Longitudinal Analysis of Satisfaction and Profitability. <i>Journal of Business Research</i> , 2000, 47, 161-171.	5.8	392

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91	Retail productivity assessment using data envelopment analysis. <i>Journal of Retailing</i> , 1998, 74, 89-105.	4.0	252
92	Cultural Influences on Service Quality Expectations. <i>Journal of Service Research</i> , 1998, 1, 178-186.	7.8	583
93	A Cross-Country Investigation of Recall of and Attitude toward Comparative Advertising. <i>Journal of Advertising</i> , 1998, 27, 111-122.	4.1	45
94	Channel Efficiency. <i>Journal of Marketing Channels</i> , 1998, 6, 1-15.	0.4	33
95	Effectiveness of Outdoor Advertising of Services. <i>Services Marketing Quarterly</i> , 1995, 11, 33-44.	0.1	3
96	Capturing Geographically Localized Misspecification Error in Retail Store Choice Models. <i>Journal of Marketing Research</i> , 1995, 32, 103.	3.0	33
97	Brand Equity, Brand Preference, and Purchase Intent. <i>Journal of Advertising</i> , 1995, 24, 25-40.	4.1	894
98	Double Jeopardy in Television Program Choice. <i>Journal of the Academy of Marketing Science</i> , 1994, 22, 180-185.	7.2	30
99	Impact of strength of ethnic identification on Hispanic shopping behavior. <i>Journal of Retailing</i> , 1994, 70, 383-393.	4.0	140
100	Differences in consumer perceptions of similarity and dissimilarity. <i>Marketing Letters</i> , 1993, 4, 31-38.	1.9	1
101	Implications of Firm Controllable Factors on Export Growth. <i>Journal of Global Marketing</i> , 1993, 7, 47-64.	2.0	89
102	Comparative Advertising of Professional Services. <i>Services Marketing Quarterly</i> , 1993, 9, 95-103.	0.1	4
103	Hispanic coupon usage: The impact of strong and weak ethnic identification. <i>Psychology and Marketing</i> , 1992, 9, 501-510.	4.6	80
104	Comparing market areas using kernel density estimation. <i>Journal of the Academy of Marketing Science</i> , 1991, 19, 323-332.	7.2	7
105	Quality Control in Services Industry. <i>Services Marketing Quarterly</i> , 1991, 7, 31-55.	0.1	16
106	Note—Estimating Geographic Customer Densities Using Kernel Density Estimation. <i>Marketing Science</i> , 1989, 8, 191-203.	2.7	45
107	A Programming and Positioning Strategy for Cable Television Networks. <i>Journal of Advertising</i> , 1988, 17, 6-13.	4.1	10
108	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