

List of Publications by Citations

Source: <https://exaly.com/author-pdf/701662/arun-sharma-publications-by-citations.pdf>
Version: 2024-04-10

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.

54 papers	3,654 citations	32 h-index	54 g-index
54 ext. papers	4,109 ext. citations	6.7 avg, IF	5.72 L-index

#	Paper	IF	Citations
54	The antecedents and consequences of customer-centric marketing. <i>Journal of the Academy of Marketing Science</i> , 2000 , 28, 55-66	12.4	412
53	Supplier relationships: Emerging issues and challenges. <i>Industrial Marketing Management</i> , 1997 , 26, 91-100	10.9	224
52	Waiting for a sales renaissance in the fourth industrial revolution: Machine learning and artificial intelligence in sales research and practice. <i>Industrial Marketing Management</i> , 2018 , 69, 135-146	6.9	223
51	Sustainability and business-to-business marketing: A framework and implications. <i>Industrial Marketing Management</i> , 2010 , 39, 330-341	6.9	214
50	The impact of the product to service shift in industrial markets and the evolution of the sales organization. <i>Industrial Marketing Management</i> , 2008 , 37, 260-269	6.9	154
49	Web-based marketing: The coming revolution in marketing thought and strategy. <i>Journal of Business Research</i> , 2004 , 57, 696-702	8.7	149
48	Resource-constrained product development: Implications for green marketing and green supply chains. <i>Industrial Marketing Management</i> , 2012 , 41, 599-608	6.9	147
47	Communicating Price Information through Semantic Cues: The Moderating Effects of Situation and Discount Size. <i>Journal of Consumer Research</i> , 1996 , 23, 148	6.3	141
46	The Internet and the price-value-loyalty chain. <i>Journal of Business Research</i> , 2003 , 56, 391-398	8.7	137
45	The Effect of Retail Atmospheric on Customers' Perceptions of Salespeople and Customer Persuasion:. <i>Journal of Business Research</i> , 2000 , 49, 183-191	8.7	123
44	Innovation and new product introductions in emerging markets: Strategic recommendations for the Indian market. <i>Industrial Marketing Management</i> , 2006 , 35, 373-382	6.9	105
43	Planning merchandising decisions to account for regional and product assortment differences. <i>Journal of Retailing</i> , 1999 , 75, 405-424	6.5	100
42	trends in Internet-based business-to-business marketing. <i>Industrial Marketing Management</i> , 2002 , 31, 77-84	6.9	92
41	International e-marketing: opportunities and issues. <i>International Marketing Review</i> , 2005 , 22, 611-622	4.4	90
40	Choosing an optimal channel mix in multichannel environments. <i>Industrial Marketing Management</i> , 2007 , 36, 21-28	6.9	89
39	Mature relationships: Why does relational orientation turn into transaction orientation?. <i>Industrial Marketing Management</i> , 2003 , 32, 643-651	6.9	89
38	The role of gender and work status in shopping center patronage. <i>Journal of Business Research</i> , 2008 , 61, 825-833	8.7	73

37	Adaptive selling: The role of gender, age, sales experience, and education. <i>Journal of Business Research</i> , 1994 , 31, 39-47	8.7	65
36	Value Creation in Markets: A Critical Area of Focus for Business-to-Business Markets. <i>Industrial Marketing Management</i> , 2001 , 30, 391-402	6.9	62
35	Why integrating purchasing with marketing is both inevitable and beneficial. <i>Industrial Marketing Management</i> , 2009 , 38, 865-871	6.9	60
34	Understanding Retail Managers' Role in the Sales of Products and Services. <i>Journal of Retailing</i> , 2009 , 85, 129-144	6.5	59
33	Relationship marketing: An agenda for inquiry. <i>Industrial Marketing Management</i> , 1997 , 26, 87-89	6.9	56
32	The Role of the Sales-Service Interface and Ambidexterity in the Evolving Organization: A Multilevel Research Agenda. <i>Journal of Service Research</i> , 2017 , 20, 59-75	6	52
31	Are pricing policies an impediment to the success of customer solutions?. <i>Industrial Marketing Management</i> , 2011 , 40, 723-729	6.9	51
30	Consumer decision-making, salespeople's adaptive selling and retail performance. <i>Journal of Business Research</i> , 2001 , 54, 125-129	8.7	44
29	Knowledge structures and retail sales performance: an empirical examination. <i>Journal of Retailing</i> , 2000 , 76, 53-69	6.5	43
28	Channel evolution: A framework for analysis. <i>Journal of the Academy of Marketing Science</i> , 1992 , 20, 1-15	12.4	43
27	Marketing in the emerging era of build-to-order manufacturing. <i>Industrial Marketing Management</i> , 2005 , 34, 476-486	6.9	38
26	Behavioral issues in price setting in business-to-business marketing: A framework for analysis. <i>Industrial Marketing Management</i> , 2015 , 47, 6-16	6.9	37
25	Salespeople's affect toward customers. <i>Journal of Business Research</i> , 2003 , 56, 523-528	8.7	34
24	A Framework of Technology Mediation in Consumer Selling: Implications for Firms and Sales Management. <i>Journal of Personal Selling and Sales Management</i> , 2010 , 30, 121-129	3.4	33
23	How accurate are salespersons' perceptions of their customers?. <i>Industrial Marketing Management</i> , 1994 , 23, 357-365	6.9	33
22	Does the salesperson like customers? A conceptual and empirical examination of the persuasive effect of perceptions of the salesperson's affect toward customers. <i>Psychology and Marketing</i> , 1999 , 16, 141-162	3.9	31
21	Categorization of customers by retail salespeople. <i>Journal of Retailing</i> , 1995 , 71, 71-81	6.5	31
20	Industrial salespeople as a source of market information. <i>Industrial Marketing Management</i> , 1990 , 19, 141-148	6.9	30

19	Global marketing of industrial products: Are interpersonal relationships always critical?. <i>Industrial Marketing Management</i> , 2006 , 35, 611-620	6.9	28
18	The Variance in Sales Performance Explained by the Knowledge Structures of Salespeople. <i>Journal of Personal Selling and Sales Management</i> , 2007 , 27, 169-181	3.4	26
17	Personal selling and the purchasing function: where do we go from here?. <i>Journal of Personal Selling and Sales Management</i> , 2018 , 38, 123-143	3.4	25
16	Plant location and place marketing: understanding the process from the business customer's perspective. <i>Industrial Marketing Management</i> , 2002 , 31, 393-401	6.9	23
15	The impact of transactional and relational strategies in business markets: An agenda for inquiry. <i>Industrial Marketing Management</i> , 2003 , 32, 623-626	6.9	23
14	What information can relationship marketers obtain from customer evaluations of salespeople?. <i>Industrial Marketing Management</i> , 1997 , 26, 177-187	6.9	22
13	Optimal Returns Policy under Demand Uncertainty. <i>Journal of Retailing</i> , 2010 , 86, 137-147	6.5	21
12	Purchasing-driven sales: Matching sales strategies to the evolution of the purchasing function. <i>Industrial Marketing Management</i> , 2017 , 62, 171-184	6.9	20
11	Relationships among measures of retail salesperson performance. <i>Journal of the Academy of Marketing Science</i> , 1993 , 21, 231-238	12.4	17
10	Evaluation of subsidiary marketing performance: combining process and outcome performance metrics. <i>Journal of the Academy of Marketing Science</i> , 2009 , 37, 117-129	12.4	16
9	What personal selling and sales management recommendations from developed markets are relevant in emerging markets?. <i>Journal of Personal Selling and Sales Management</i> , 2016 , 36, 89-104	3.4	15
8	Complex and Strategic Decision Making in Organizations:. <i>Industrial Marketing Management</i> , 2001 , 30, 427-440	6.9	12
7	A framework for offshoring marketing processes in business-to-business marketing relationships. <i>Industrial Marketing Management</i> , 2009 , 38, 419-425	6.9	11
6	Aligning sales and operations management: an agenda for inquiry. <i>Journal of Personal Selling and Sales Management</i> , 2018 , 38, 220-240	3.4	10
5	Effect of service-related resources on employee and customer outcomes in trade shows. <i>Industrial Marketing Management</i> , 2019 , 76, 48-59	6.9	8
4	Organizational culture and adoption of high-technology products. <i>Journal of Marketing Management</i> , 1994 , 10, 513-526	3.2	5
3	Sales and customer development: An agenda for inquiry. <i>Industrial Marketing Management</i> , 2018 , 69, 133-134	6.9	3
2	The Resurgence of India: Triumph of Institutions Over Infrastructure?. <i>Journal of Macromarketing</i> , 2012 , 32, 309-318	1.9	3

1	The function of innovation culture in the success of new services. <i>Journal of Global Scholars of Marketing Science</i> , 2021 , 31, 392-414	2.3	2
---	---	-----	---