

Arun Sharma

List of Publications by Year in Descending Order

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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.

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 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
53	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
52	Sales and customer development: An agenda for inquiry. <i>Industrial Marketing Management</i> , 2018 , 69, 133-134	6.9	3
51	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
50	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
49	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
48	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
47	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
46	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
45	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
44	Resource-constrained product development: Implications for green marketing and green supply chains. <i>Industrial Marketing Management</i> , 2012 , 41, 599-608	6.9	147
43	The Resurgence of India: Triumph of Institutions Over Infrastructure?. <i>Journal of Macromarketing</i> , 2012 , 32, 309-318	1.9	3
42	Are pricing policies an impediment to the success of customer solutions?. <i>Industrial Marketing Management</i> , 2011 , 40, 723-729	6.9	51
41	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
40	Optimal Returns Policy under Demand Uncertainty. <i>Journal of Retailing</i> , 2010 , 86, 137-147	6.5	21
39	Sustainability and business-to-business marketing: A framework and implications. <i>Industrial Marketing Management</i> , 2010 , 39, 330-341	6.9	214
38	Understanding Retail Managers' Role in the Sales of Products and Services. <i>Journal of Retailing</i> , 2009 , 85, 129-144	6.5	59

37	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
36	Why integrating purchasing with marketing is both inevitable and beneficial. <i>Industrial Marketing Management</i> , 2009 , 38, 865-871	6.9	60
35	A framework for offshoring marketing processes in business-to-business marketing relationships. <i>Industrial Marketing Management</i> , 2009 , 38, 419-425	6.9	11
34	The role of gender and work status in shopping center patronage. <i>Journal of Business Research</i> , 2008 , 61, 825-833	8.7	73
33	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
32	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
31	Choosing an optimal channel mix in multichannel environments. <i>Industrial Marketing Management</i> , 2007 , 36, 21-28	6.9	89
30	Global marketing of industrial products: Are interpersonal relationships always critical?. <i>Industrial Marketing Management</i> , 2006 , 35, 611-620	6.9	28
29	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
28	International e-marketing: opportunities and issues. <i>International Marketing Review</i> , 2005 , 22, 611-622	4.4	90
27	Marketing in the emerging era of build-to-order manufacturing. <i>Industrial Marketing Management</i> , 2005 , 34, 476-486	6.9	38
26	Web-based marketing: The coming revolution in marketing thought and strategy. <i>Journal of Business Research</i> , 2004 , 57, 696-702	8.7	149
25	Mature relationships: Why does relational orientation turn into transaction orientation?. <i>Industrial Marketing Management</i> , 2003 , 32, 643-651	6.9	89
24	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
23	The Internet and the price-value-loyalty chain. <i>Journal of Business Research</i> , 2003 , 56, 391-398	8.7	137
22	Salespeople's affect toward customers. <i>Journal of Business Research</i> , 2003 , 56, 523-528	8.7	34
21	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
20	trends in Internet-based business-to-business marketing. <i>Industrial Marketing Management</i> , 2002 , 31, 77-84	6.9	92

19	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
18	Complex and Strategic Decision Making in Organizations:. <i>Industrial Marketing Management</i> , 2001 , 30, 427-440	6.9	12
17	Consumer decision-making, salespeople's adaptive selling and retail performance. <i>Journal of Business Research</i> , 2001 , 54, 125-129	8.7	44
16	Knowledge structures and retail sales performance: an empirical examination. <i>Journal of Retailing</i> , 2000 , 76, 53-69	6.5	43
15	The antecedents and consequences of customer-centric marketing. <i>Journal of the Academy of Marketing Science</i> , 2000 , 28, 55-66	12.4	412
14	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
13	Planning merchandising decisions to account for regional and product assortment differences. <i>Journal of Retailing</i> , 1999 , 75, 405-424	6.5	100
12	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
11	What information can relationship marketers obtain from customer evaluations of salespeople?. <i>Industrial Marketing Management</i> , 1997 , 26, 177-187	6.9	22
10	Supplier relationships: Emerging issues and challenges. <i>Industrial Marketing Management</i> , 1997 , 26, 91-100	6.9	224
9	Relationship marketing: An agenda for inquiry. <i>Industrial Marketing Management</i> , 1997 , 26, 87-89	6.9	56
8	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
7	Categorization of customers by retail salespeople. <i>Journal of Retailing</i> , 1995 , 71, 71-81	6.5	31
6	Organizational culture and adoption of high-technology products. <i>Journal of Marketing Management</i> , 1994 , 10, 513-526	3.2	5
5	How accurate are salespersons' perceptions of their customers?. <i>Industrial Marketing Management</i> , 1994 , 23, 357-365	6.9	33
4	Adaptive selling: The role of gender, age, sales experience, and education. <i>Journal of Business Research</i> , 1994 , 31, 39-47	8.7	65
3	Relationships among measures of retail salesperson performance. <i>Journal of the Academy of Marketing Science</i> , 1993 , 21, 231-238	12.4	17
2	Channel evolution: A framework for analysis. <i>Journal of the Academy of Marketing Science</i> , 1992 , 20, 1-15	12.4	43

1	Industrial salespeople as a source of market information. <i>Industrial Marketing Management</i> , 1990 , 19, 141-148	6.9	30
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