

Pramod Iyer

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7475562/publications.pdf>

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5
papers

167
citations

1937685

4
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

154
citing authors

#	ARTICLE	IF	CITATIONS
1	Market orientation, positioning strategy and brand performance. <i>Industrial Marketing Management</i> , 2019, 81, 16-29.	6.7	87
2	Opportunism, governance structure and relational norms: An interactive perspective. <i>Journal of Business Research</i> , 2017, 77, 131-139.	10.2	54
3	Market orientation, brand management processes and brand performance. <i>Journal of Product and Brand Management</i> , 2021, 30, 197-214.	4.3	14
4	Organizational ambidexterity, brand management capability and brand performance. <i>Journal of Business and Industrial Marketing</i> , 2021, 36, 946-961.	3.0	7
5	The effects of intergroup boundary permeability and hierarchy legitimacy on immigrant entrepreneurs' affective states, exchange strategies, and intentions toward suppliers. <i>Industrial Marketing Management</i> , 2020, 89, 373-388.	6.7	5