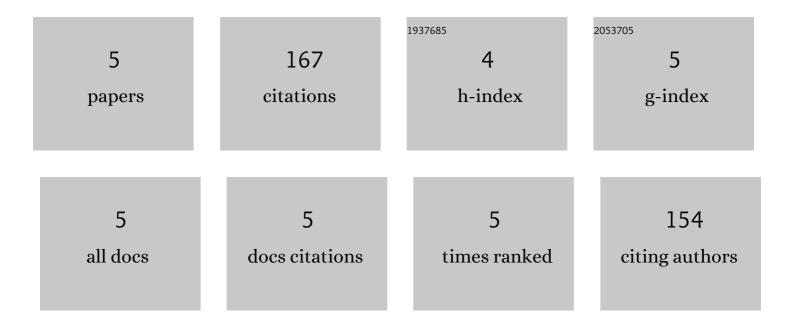
Pramod Iyer

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/7475562/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Market orientation, positioning strategy and brand performance. Industrial Marketing Management, 2019, 81, 16-29.	6.7	87
2	Opportunism, governance structure and relational norms: An interactive perspective. Journal of Business Research, 2017, 77, 131-139.	10.2	54
3	Market orientation, brand management processes and brand performance. Journal of Product and Brand Management, 2021, 30, 197-214.	4.3	14
4	Organizational ambidexterity, brand management capability and brand performance. Journal of Business and Industrial Marketing, 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. Industrial Marketing Management, 2020, 89, 373-388.	6.7	5