

# Pramod Iyer

## List of Publications by Year in descending order

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

Version: 2024-02-01

5  
papers

167  
citations

1937685

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h-index

2053705

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g-index

5  
all docs

5  
docs citations

5  
times ranked

154  
citing authors

#	ARTICLE	IF	CITATIONS
1	Market orientation, brand management processes and brand performance. Journal of Product and Brand Management, 2021, 30, 197-214.	4.3	14
2	Organizational ambidexterity, brand management capability and brand performance. Journal of Business and Industrial Marketing, 2021, 36, 946-961.	3.0	7
3	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
4	Market orientation, positioning strategy and brand performance. Industrial Marketing Management, 2019, 81, 16-29.	6.7	87
5	Opportunism, governance structure and relational norms: An interactive perspective. Journal of Business Research, 2017, 77, 131-139.	10.2	54