

Raji Srinivasan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8382254/publications.pdf>

Version: 2024-02-01

37
papers

4,908
citations

236612

25
h-index

344852

36
g-index

37
all docs

37
docs citations

37
times ranked

3636
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 1 | The Emergence of Dominant Designs. Journal of Marketing, 2006, 70, 1-17. | 7.0 | 1,395 |
| 2 | Technological Opportunism and Radical Technology Adoption: An Application to E-Business. Journal of Marketing, 2002, 66, 47-60. | 7.0 | 458 |
| 3 | Advertising, Research and Development, and Systematic Risk of the Firm. Journal of Marketing, 2007, 71, 35-48. | 7.0 | 304 |
| 4 | Social Influence Effects in Online Product Ratings. Journal of Marketing, 2012, 76, 70-88. | 7.0 | 273 |
| 5 | When Do Transparent Packages Increase (or Decrease) Food Consumption?. Journal of Marketing, 2013, 77, 104-117. | 7.0 | 259 |
| 6 | Strategic Firm Commitments and Rewards for Customer Relationship Management in Online Retailing. Journal of Marketing, 2005, 69, 193-200. | 7.0 | 239 |
| 7 | Advertising, Research and Development, and Systematic Risk of the Firm. Journal of Marketing, 2007, 71, 35-48. | 7.0 | 216 |
| 8 | First in, First out? The Effects of Network Externalities on Pioneer Survival. Journal of Marketing, 2004, 68, 41-58. | 7.0 | 203 |
| 9 | Should Firms Spend More on Research and Development and Advertising during Recessions?. Journal of Marketing, 2011, 75, 49-65. | 7.0 | 196 |
| 10 | Turning adversity into advantage: Does proactive marketing during a recession pay off?. International Journal of Research in Marketing, 2005, 22, 109-125. | 2.4 | 184 |
| 11 | Interactive Technologies and Retailing Strategy: A Review, Conceptual Framework and Future Research Directions. Journal of Interactive Marketing, 2010, 24, 96-110. | 4.3 | 129 |
| 12 | Dual Distribution and Intangible Firm Value: Franchising in Restaurant Chains. Journal of Marketing, 2006, 70, 120-135. | 7.0 | 124 |
| 13 | Vicarious Learning in New Product Introductions in the Early Years of a Converging Market. Management Science, 2007, 53, 16-28. | 2.4 | 117 |
| 14 | Advertising Effectiveness: The Moderating Effect of Firm Strategy. Journal of Marketing Research, 2016, 53, 207-224. | 3.0 | 98 |
| 15 | The Emergence of Dominant Designs. Journal of Marketing, 2006, 70, 1-17. | 7.0 | 81 |
| 16 | Dynamic relationships among R&D, advertising, inventory and firm performance. Journal of the Academy of Marketing Science, 2014, 42, 277-290. | 7.2 | 76 |
| 17 | The Dot.com Retail Failures of 2000: Were There Any Winners?. Journal of the Academy of Marketing Science, 2002, 30, 474-486. | 7.2 | 74 |
| 18 | Sources, characteristics and effects of emerging technologies: Research opportunities in innovation. Industrial Marketing Management, 2008, 37, 633-640. | 3.7 | 73 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 19 | Pandemics and marketing: insights, impacts, and research opportunities. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 835-854. | 7.2 | 69 |
| 20 | When Algorithms Fail: Consumers's Responses to Brand Harm Crises Caused by Algorithm Errors. <i>Journal of Marketing</i> , 2021, 85, 74-91. | 7.0 | 55 |
| 21 | Survival of high tech firms: The effects of diversity of product-market portfolios, patents, and trademarks. <i>International Journal of Research in Marketing</i> , 2008, 25, 119-128. | 2.4 | 47 |
| 22 | Marketing Spending Strategy in Recessions. <i>Australasian Marketing Journal</i> , 2010, 18, 181-182. | 3.5 | 40 |
| 23 | Effects of opening and closing stores on chain retailer performance. <i>Journal of Retailing</i> , 2013, 89, 126-139. | 4.0 | 36 |
| 24 | Effects of offline ad content on online brand search: insights from super bowl advertising. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 403-430. | 7.2 | 35 |
| 25 | Developing Customer Service Innovations for Service Employees: The Effects of NSD Characteristics on Internal Innovation Magnitude. <i>Journal of Service Research</i> , 2011, 14, 164-179. | 7.8 | 32 |
| 26 | Calculating, creating, and claiming value in business markets: Status and research agenda. <i>Marketing Letters</i> , 2010, 21, 287-299. | 1.9 | 26 |
| 27 | Cross-Buying After Product Failure Recovery? Depends on How You Feel About It. <i>Journal of Marketing Theory and Practice</i> , 2016, 24, 1-22. | 2.6 | 12 |
| 28 | Service Satisfaction-Market Share Relationships in Partnered Hybrid Offerings. <i>Journal of Marketing</i> , 2017, 81, 86-103. | 7.0 | 10 |
| 29 | Innovativeness as an Unintended Outcome of Franchising: Insights from Restaurant Chains. <i>Decision Sciences</i> , 2017, 48, 1164-1197. | 3.2 | 10 |
| 30 | Effects of Liberalization on Incumbent Firms' Marketing-Mix Responses and Performance: Evidence from a Quasi-Experiment. <i>Journal of Marketing</i> , 2019, 83, 97-114. | 7.0 | 10 |
| 31 | Designing Social Interventions to Improve Newcomer Adjustment: Insights from the Indian Sex Worker Community. <i>Journal of Public Policy and Marketing</i> , 2013, 32, 271-285. | 2.2 | 9 |
| 32 | Corporate lobbying and product recalls: an investigation in the U.S. medical device industry. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 941-960. | 7.2 | 5 |
| 33 | The cloud and its silver lining: negative and positive spillovers from automotive recalls. <i>Marketing Letters</i> , 2021, 32, 397-409. | 1.9 | 4 |
| 34 | Uncertainty, prospectus content, and the pricing of initial public offerings. <i>Journal of Empirical Finance</i> , 2021, 64, 160-182. | 0.9 | 4 |
| 35 | There's Something in a Name: Value Relevance of Congruent Ticker Symbols. <i>Customer Needs and Solutions</i> , 2014, 1, 241-252. | 0.5 | 2 |
| 36 | Will haste make waste: A counterpoint to the benefits of accelerating innovations. <i>Journal of Product Innovation Management</i> , 2021, 38, 242-244. | 5.2 | 2 |

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 37 | The effects of salience of the sound of food on consumption. <i>Appetite</i> , 2019, 138, 260-268. | 1.8 | 1 |