

Raji Srinivasan

List of Publications by Citations

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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.

37
papers

3,943
citations

23
h-index

37
g-index

37
ext. papers

4,445
ext. citations

8
avg, IF

5.73
L-index

#	Paper	IF	Citations
37	The Emergence of Dominant Designs. <i>Journal of Marketing</i> , 2006 , 70, 1-17	11	1308
36	Technological Opportunism and Radical Technology Adoption: An Application to E-Business. <i>Journal of Marketing</i> , 2002 , 66, 47-60	11	351
35	Advertising, Research and Development, and Systematic Risk of the Firm. <i>Journal of Marketing</i> , 2007 , 71, 35-48	11	248
34	When Do Transparent Packages Increase (or Decrease) Food Consumption?. <i>Journal of Marketing</i> , 2013 , 77, 104-117	11	214
33	Strategic Firm Commitments and Rewards for Customer Relationship Management in Online Retailing. <i>Journal of Marketing</i> , 2005 , 69, 193-200	11	204
32	Social Influence Effects in Online Product Ratings. <i>Journal of Marketing</i> , 2012 , 76, 70-88	11	197
31	Advertising, Research and Development, and Systematic Risk of the Firm. <i>Journal of Marketing</i> , 2007 , 71, 35-48	11	180
30	First in, First out? The Effects of Network Externalities on Pioneer Survival. <i>Journal of Marketing</i> , 2004 , 68, 41-58	11	160
29	Should Firms Spend More on Research and Development and Advertising during Recessions?. <i>Journal of Marketing</i> , 2011 , 75, 49-65	11	140
28	Turning adversity into advantage: Does proactive marketing during a recession pay off?. <i>International Journal of Research in Marketing</i> , 2005 , 22, 109-125	5.5	137
27	Dual Distribution and Intangible Firm Value: Franchising in Restaurant Chains. <i>Journal of Marketing</i> , 2006 , 70, 120-135	11	106
26	Interactive Technologies and Retailing Strategy: A Review, Conceptual Framework and Future Research Directions. <i>Journal of Interactive Marketing</i> , 2010 , 24, 96-110	9.8	101
25	Vicarious Learning in New Product Introductions in the Early Years of a Converging Market. <i>Management Science</i> , 2007 , 53, 16-28	3.9	92
24	Advertising Effectiveness: The Moderating Effect of Firm Strategy. <i>Journal of Marketing Research</i> , 2016 , 53, 207-224	5.2	73
23	The Emergence of Dominant Designs. <i>Journal of Marketing</i> , 2006 , 70, 1-17	11	61
22	Dynamic relationships among R&D, advertising, inventory and firm performance. <i>Journal of the Academy of Marketing Science</i> , 2014 , 42, 277-290	12.4	52
21	Sources, characteristics and effects of emerging technologies: Research opportunities in innovation. <i>Industrial Marketing Management</i> , 2008 , 37, 633-640	6.9	51

20	The dot.com retail failures of 2000: Were there any winners?. <i>Journal of the Academy of Marketing Science</i> , 2002 , 30, 474-486	12.4	46
19	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	6	30
18	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	5.5	30
17	Effects of opening and closing stores on chain retailer performance. <i>Journal of Retailing</i> , 2013 , 89, 126-139	9	29
16	Marketing Spending Strategy in Recessions. <i>Australasian Marketing Journal</i> , 2010 , 18, 181-182	5	26
15	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	12.4	25
14	Calculating, creating, and claiming value in business markets: Status and research agenda. <i>Marketing Letters</i> , 2010 , 21, 287-299	2.3	23
13	Pandemics and marketing: insights, impacts, and research opportunities. <i>Journal of the Academy of Marketing Science</i> , 2021 , 49, 1-20	12.4	17
12	Innovativeness as an Unintended Outcome of Franchising: Insights from Restaurant Chains. <i>Decision Sciences</i> , 2017 , 48, 1164-1197	3.7	8
11	Service Satisfaction Market Share Relationships in Partnered Hybrid Offerings. <i>Journal of Marketing</i> , 2017 , 81, 86-103	11	7
10	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	11	6
9	When Algorithms Fail: Consumers Responses to Brand Harm Crises Caused by Algorithm Errors. <i>Journal of Marketing</i> , 2021 , 85, 74-91	11	6
8	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	3.8	5
7	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	2.2	5
6	There's Something in a Name: Value Relevance of Congruent Ticker Symbols. <i>Customer Needs and Solutions</i> , 2014 , 1, 241-252	0.8	2
5	The effects of salience of the sound of food on consumption. <i>Appetite</i> , 2019 , 138, 260-268	4.5	1
4	Will haste make waste: A counter-point to the benefits of accelerating innovations. <i>Journal of Product Innovation Management</i> , 2021 , 38, 242-244	7.1	1
3	Uncertainty, prospectus content, and the pricing of initial public offerings. <i>Journal of Empirical Finance</i> , 2021 , 64, 160-182	2.7	1

- 2 The cloud and its silver lining: negative and positive spillovers from automotive recalls. *Marketing Letters*,1 2.3 0
- 1 Corporate lobbying and product recalls: an investigation in the U.S. medical device industry. *Journal of the Academy of Marketing Science*,1 12.4 0