

Rajdeep Grewal

List of Publications by Year in Descending Order

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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.

78
papers

5,768
citations

36
h-index

75
g-index

79
ext. papers

6,821
ext. citations

5.7
avg, IF

6.07
L-index

#	Paper	IF	Citations
78	Education and Marketing: Decision Making, Spending, and Consumption. <i>Journal of Marketing Research</i> , 2022 , 59, 1-10	5.2	2
77	Marketing Insights from Multimedia Data: Text, Image, Audio, and Video. <i>Journal of Marketing Research</i> , 2021 , 58, 1025-1033	5.2	3
76	Competition and Firm Service Reliability Decisions: A Study of the Airline Industry. <i>Journal of Marketing Research</i> , 2021 , 58, 377-399	5.2	1
75	Commentary: Toward Formalizing Social Influence Structures in Business-to-Business Customer Journeys. <i>Journal of Marketing</i> , 2021 , 85, 98-102	11	3
74	Organizational Herding in Advertising Spending Disclosures: Evidence and Mechanisms. <i>Journal of Marketing Research</i> , 2021 , 58, 515-538	5.2	3
73	Consumer Boycotts, Country of Origin, and Product Competition: Evidence from China's Automobile Market. <i>Management Science</i> , 2021 , 67, 5857-5877	3.9	1
72	Do Larger Audiences Generate Greater Revenues Under Pay What You Want? Evidence from a Live Streaming Platform. <i>Marketing Science</i> , 2021 , 40, 964-984	3.6	7
71	Customer Satisfaction and Its Impact on the Future Costs of Selling. <i>Journal of Marketing</i> , 2020 , 84, 23-44	11	12
70	Strategic Manipulation of University Rankings, the Prestige Effect, and Student University Choice. <i>Journal of Marketing Research</i> , 2019 , 56, 691-707	5.2	20
69	Within-Seller and Buyer-Seller Network Structures and Key Account Profitability. <i>Journal of Marketing</i> , 2019 , 83, 108-132	11	26
68	Brand Name Types and Consumer Demand: Evidence from China's Automobile Market. <i>Journal of Marketing Research</i> , 2019 , 56, 158-175	5.2	7
67	Journal of Marketing Research: Looking Forward. <i>Journal of Marketing Research</i> , 2017 , 54, 1-4	5.2	6
66	Mobility of Top Marketing and Sales Executives in Business-to-Business Markets: A Social Network Perspective. <i>Journal of Marketing Research</i> , 2017 , 54, 650-670	5.2	26
65	Analyst Earning Forecasts and Advertising and R&D Budgets: Role of Agency Theoretic Monitoring and Bonding Costs. <i>Journal of Marketing Research</i> , 2016 , 53, 580-596	5.2	24
64	Organizational Debut on the Public Stage: Marketing Myopia and Initial Public Offerings. <i>Marketing Science</i> , 2016 , 35, 656-675	3.6	26
63	Washing Away Your Sins? Corporate Social Responsibility, Corporate Social Irresponsibility, and Firm Performance. <i>Journal of Marketing</i> , 2016 , 80, 59-79	11	229
62	Virtual interorganizational relationships in business-to-business electronic markets: heterogeneity in the effects of organizational interdependence on relational outcomes. <i>Journal of the Academy of Marketing Science</i> , 2015 , 43, 610-628	12.4	5

61	Attribute-Level Heterogeneity. <i>Management Science</i> , 2015 , 61, 885-897	3.9	8
60	Business-to-Business Buying: Challenges and Opportunities. <i>Customer Needs and Solutions</i> , 2015 , 2, 193-208	3.8	50
59	JB Steenkamp on the Success of Marketing Scholarship in Netherlands. <i>Customer Needs and Solutions</i> , 2015 , 2, 113-118	0.8	
58	Trends in Business Markets. <i>Customer Needs and Solutions</i> , 2015 , 2, 191-192	0.8	1
57	The Chief Marketing Officer Matters!. <i>Journal of Marketing</i> , 2015 , 79, 1-22	11	200
56	Cable News Wars on the Internet: Competition and User-Generated Content. <i>Information Systems Research</i> , 2015 , 26, 301-319	3.8	9
55	A managerial capital perspective on chief marketing officer succession. <i>International Journal of Research in Marketing</i> , 2015 , 32, 164-178	5.5	24
54	Choice of Geographical Location as Governance Strategy in Outsourcing Contracts: Localized Outsourcing, Global Outsourcing, and Onshore Outsourcing. <i>Customer Needs and Solutions</i> , 2014 , 1, 11-22	0.8	6
53	Supplier-Selected Referrals. <i>Journal of Marketing</i> , 2014 , 78, 34-51	11	25
52	Product recalls and the moderating role of brand commitment. <i>Marketing Letters</i> , 2014 , 25, 179-191	2.3	34
51	Environments, unobserved heterogeneity, and the effect of market orientation on outcomes for high-tech firms. <i>Journal of the Academy of Marketing Science</i> , 2013 , 41, 206-233	12.4	45
50	Information Technology Competencies, Organizational Agility, and Firm Performance: Enabling and Facilitating Roles. <i>Information Systems Research</i> , 2013 , 24, 976-997	3.8	194
49	The Sales Lead Black Hole: On Sales Reps' Follow-Up of Marketing Leads. <i>Journal of Marketing</i> , 2013 , 77, 52-67	11	51
48	Stock Market Reactions to Customer and Competitor Orientations: The Case of Initial Public Offerings. <i>Marketing Science</i> , 2013 , 32, 70-88	3.6	41
47	MNC subsidiary channel relationships as extended links: Implications of global strategies. <i>Journal of International Business Studies</i> , 2013 , 44, 787-812	8.5	17
46	Marketing Channels in Foreign Markets: Control Mechanisms and the Moderating Role of Multinational Corporation Headquarters Subsidiary Relationship. <i>Journal of Marketing Research</i> , 2013 , 50, 378-398	5.2	43
45	Purchasing Managers' Perceived Bias in Supplier-Selected Referrals. <i>Journal of Supply Chain Management</i> , 2013 , 49, 81-95	4.1	21
44	Individual Differences in Brand Schematicity. <i>Journal of Marketing Research</i> , 2012 , 49, 115-130	5.2	49

43	User-Generated Open Source Products: Founder's Social Capital and Time to Product Release. <i>Marketing Science</i> , 2012 , 31, 474-492	3.6	42
42	Functional forms of the satisfaction-loyalty relationship. <i>International Journal of Research in Marketing</i> , 2011 , 28, 38-50	5.5	46
41	The Stock Market in the Driver's Seat! Implications for R&D and Marketing. <i>Management Science</i> , 2011 , 57, 1594-1609	3.9	68
40	Effects of Customer and Innovation Asset Configuration Strategies on Firm Performance. <i>Journal of Marketing Research</i> , 2011 , 48, 587-602	5.2	117
39	Governance Mechanisms in Business-to-Business Electronic Markets. <i>Journal of Marketing</i> , 2010 , 74, 45-62	6.2	33
38	Customer Satisfaction Heterogeneity and Shareholder Value. <i>Journal of Marketing Research</i> , 2010 , 47, 612-626	5.2	102
37	The role of idiosyncratic attribute evaluation in mass customization. <i>Journal of Consumer Psychology</i> , 2010 , 20, 369-380	3.1	8
36	Putting market-facing technology to work: Organizational drivers of CRM performance. <i>Marketing Letters</i> , 2010 , 21, 365-383	2.3	36
35	Calculating, creating, and claiming value in business markets: Status and research agenda. <i>Marketing Letters</i> , 2010 , 21, 287-299	2.3	23
34	Modeling strategic group dynamics: A hidden Markov approach. <i>Quantitative Marketing and Economics</i> , 2010 , 8, 241-274	0.9	14
33	Estimating Contagion on the Internet: Evidence from the Diffusion of Digital/Information Products. <i>Journal of Interactive Marketing</i> , 2010 , 24, 1-13	9.8	8
32	Dynamic strategic groups: deriving spatial evolutionary paths. <i>Strategic Management Journal</i> , 2009 , 30, 1420-1439	5.2	31
31	Understanding the antecedents of collateral learning in new product alliances. <i>International Journal of Research in Marketing</i> , 2008 , 25, 192-200	5.5	31
30	Counting chickens before the eggs hatch: Associating new product development portfolios with shareholder expectations in the pharmaceutical sector. <i>International Journal of Research in Marketing</i> , 2008 , 25, 261-272	5.5	29
29	A Clusterwise Bilinear Multidimensional Scaling Methodology for Simultaneous Segmentation and Positioning Analyses. <i>Journal of Marketing Research</i> , 2008 , 45, 280-292	5.2	36
28	Navigating Local Environments with Global Strategies: A Contingency Model of Multinational Subsidiary Performance. <i>Marketing Science</i> , 2008 , 27, 886-902	3.6	25
27	The University Rankings Game. <i>American Statistician</i> , 2008 , 62, 232-237	5	39
26	Hybrid strategic groups. <i>Strategic Management Journal</i> , 2008 , 29, 293-317	5.2	62

25	An alternative efficient representation of demand-based competitive asymmetry. <i>Strategic Management Journal</i> , 2007 , 28, 755-766	5.2	12
24	Embeddedness of Organizational Capabilities*. <i>Decision Sciences</i> , 2007 , 38, 451-488	3.7	95
23	Crises in business markets: implications for interfirm linkages. <i>Journal of the Academy of Marketing Science</i> , 2007 , 35, 398-416	12.4	36
22	Satisfaction Strength and Customer Loyalty. <i>Journal of Marketing Research</i> , 2007 , 44, 153-163	5.2	188
21	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
20	Location, Location, Location: How Network Embeddedness Affects Project Success in Open Source Systems. <i>Management Science</i> , 2006 , 52, 1043-1056	3.9	290
19	Japanese career progress: an empirical examination. <i>Journal of International Business Studies</i> , 2006 , 37, 148-161	8.5	18
18	Who competes with whom? A demand-based perspective for identifying and representing asymmetric competition. <i>Strategic Management Journal</i> , 2006 , 27, 101-129	5.2	63
17	Incentive-Aligned Conjoint Analysis. <i>Journal of Marketing Research</i> , 2005 , 42, 67-82	5.2	197
16	The Timing of Repeat Purchases of Consumer Durable Goods: The Role of Functional Bases of Consumer Attitudes. <i>Journal of Marketing Research</i> , 2004 , 41, 101-115	5.2	123
15	Strategic Responses to New Technologies and Their Impact on Firm Performance. <i>Journal of Marketing</i> , 2004 , 68, 157-171	11	197
14	Multicollinearity and Measurement Error in Structural Equation Models: Implications for Theory Testing. <i>Marketing Science</i> , 2004 , 23, 519-529	3.6	685
13	The Role of Relational Knowledge Stores in Interfirm Partnering. <i>Journal of Marketing</i> , 2004 , 68, 21-36	11	248
12	Early-Entrant Advantage, Word-of-Mouth Communication, Brand Similarity, and the Consumer Decision-Making Process. <i>Journal of Consumer Psychology</i> , 2003 , 13, 187-197	3.1	90
11	Early-Entrant Advantage, Word-of-Mouth Communication, Brand Similarity, and the Consumer Decision-Making Process. <i>Journal of Consumer Psychology</i> , 2003 , 13, 187-197	3.1	4
10	The Role of the Institutional Environment in Marketing Channels. <i>Journal of Marketing</i> , 2002 , 66, 82-97	11	328
9	An Investigation into the Antecedents of Organizational Participation in Business-to-Business Electronic Markets. <i>Journal of Marketing</i> , 2001 , 65, 17-33	11	238
8	Building Organizational Capabilities for Managing Economic Crisis: The Role of Market Orientation and Strategic Flexibility. <i>Journal of Marketing</i> , 2001 , 65, 67-80	11	580

7	Using cointegration analysis for modeling marketing interactions in dynamic environments: methodological issues and an empirical illustration. <i>Journal of Business Research</i> , 2001 , 51, 127-144	8.7	8
6	Please, let's get an answer! Any answer: Need for consumer cognitive closure. <i>Psychology and Marketing</i> , 2000 , 17, 911-934	3.9	54
5	The role of the social-identity function of attitudes in consumer innovativeness and opinion leadership. <i>Journal of Economic Psychology</i> , 2000 , 21, 233-252	2.5	133
4	Market Motives, Distinctive Capabilities, and Domestic Inertia: A Hybrid Model of Innovation Generation. <i>Journal of Marketing Research</i> , 1999 , 36, 95	5.2	32
3	Does Trust Determine Satisfaction in Marketing Channel Relationships? The Moderating Role of Exchange Partner's Price Competitiveness. <i>Journal of Business-to-Business Marketing</i> , 1999 , 6, 1-18	2.3	33
2	The Internet as a Micro Marketing Tool: Targeting Consumers through Preferences Revealed in Music Newsgroup Usage. <i>Journal of Business Research</i> , 1998 , 41, 179-186	8.7	37
1	International direct marketing on the internet: Do internet users form a global segment?. <i>Journal of Direct Marketing</i> , 1996 , 10, 45-58		15