

Pravin Nath

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/936482/publications.pdf>

Version: 2024-02-01

12
papers

555
citations

1040056

9
h-index

1281871

11
g-index

12
all docs

12
docs citations

12
times ranked

300
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|--|------|-----------|
| 1 | Chief Marketing Officers: A Study of Their Presence in Firms' Top Management Teams. Journal of Marketing, 2008, 72, 65-81. | 11.3 | 116 |
| 2 | Chief Marketing Officers: A Study of Their Presence in Firms' Top Management Teams. Journal of Marketing, 2008, 72, 65-81. | 11.3 | 108 |
| 3 | Marketing in the C-Suite: A Study of Chief Marketing Officer Power in Firms'™ Top Management Teams. Journal of Marketing, 2011, 75, 60-77. | 11.3 | 97 |
| 4 | Marketing in the C-Suite: A Study of Chief Marketing Officer Power in Firms' Top Management Teams. Journal of Marketing, 2011, 75, 60-77. | 11.3 | 89 |
| 5 | Shedding light on the CMO revolving door: a study of the antecedents of Chief Marketing Officer turnover. Journal of the Academy of Marketing Science, 2017, 45, 93-118. | 11.2 | 34 |
| 6 | Chief marketing officer presence and firm performance: assessing conditions under which the presence of other C-level functional executives matters. Journal of the Academy of Marketing Science, 2020, 48, 670-694. | 11.2 | 32 |
| 7 | How complexity impacts salesperson counterproductive behavior: The mediating role of moral disengagement. Journal of Business Research, 2020, 107, 324-335. | 10.2 | 28 |
| 8 | Antecedents of market orientation: marketing CEOs, CMOs, and top management team marketing experience. Marketing Letters, 2018, 29, 405-419. | 2.9 | 23 |
| 9 | The Effects of Retail Banner Standardization on the Performance of Global Retailers. Journal of Retailing, 2019, 95, 30-46. | 6.2 | 12 |
| 10 | A Study of the Internationalization-Performance Relationship in Global Retailing: The Moderating Role of Brand Standardization and Cultural Diversity. Journal of International Marketing, 2021, 29, 57-76. | 4.4 | 9 |
| 11 | Sustainability Communications and Corporate Brand Associations. Journal of Sustainable Marketing, 0, , 41-52. | 0.5 | 5 |
| 12 | A study of the structural integration of the marketing and PR functions in the C-suite. Journal of Marketing Communications, 2016, 22, 626-652. | 4.0 | 2 |