

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