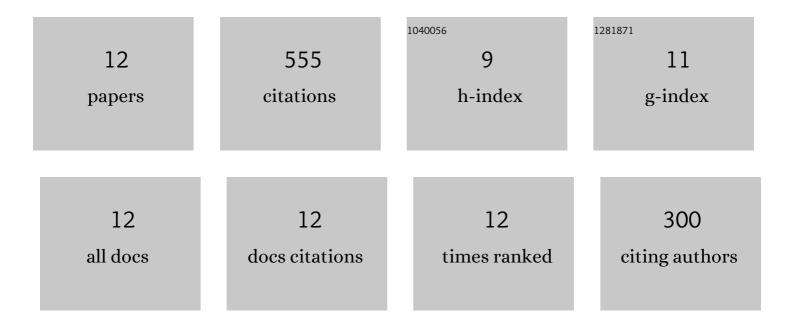
Pravin Nath

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/936482/publications.pdf Version: 2024-02-01



Ρρανικι Νάτη

#	Article	IF	CITATIONS
1	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
2	How complexity impacts salesperson counterproductive behavior: The mediating role of moral disengagement. Journal of Business Research, 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. Journal of the Academy of Marketing Science, 2020, 48, 670-694.	11.2	32
4	The Effects of Retail Banner Standardization on the Performance of Global Retailers. Journal of Retailing, 2019, 95, 30-46.	6.2	12
5	Antecedents of market orientation: marketing CEOs, CMOs, and top management team marketing experience. Marketing Letters, 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. Journal of the Academy of Marketing Science, 2017, 45, 93-118.	11.2	34
7	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
8	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
9	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
10	Chief Marketing Officers: A Study of Their Presence in Firms'Top Management Teams. Journal of Marketing, 2008, 72, 65-81.	11.3	108
11	Chief Marketing Officers: A Study of Their Presence in Firms'Top Management Teams. Journal of Marketing, 2008, 72, 65-81.	11.3	116
12	Sustainability Communications and Corporate Brand Associations. Journal of Sustainable Marketing, 0, , 41-52.	0.5	5