

# Sridhar Balasubramanian

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10509307/publications.pdf>

Version: 2024-02-01

28  
papers

5,018  
citations

304743

22  
h-index

552781

26  
g-index

28  
all docs

28  
docs citations

28  
times ranked

3261  
citing authors

#	ARTICLE	IF	CITATIONS
1	Exploring the Implications of the Internet for Consumer Marketing. <i>Journal of the Academy of Marketing Science</i> , 1997, 25, 329-346.	11.2	910
2	Mail versus Mall: A Strategic Analysis of Competition between Direct Marketers and Conventional Retailers. <i>Marketing Science</i> , 1998, 17, 181-195.	4.1	470
3	Exploring the Implications of M-Commerce for Markets and Marketing. <i>Journal of the Academy of Marketing Science</i> , 2002, 30, 348-361.	11.2	461
4	An Analysis of E-Business Adoption and its Impact on Business Performance. <i>Journal of the Academy of Marketing Science</i> , 2003, 31, 425-447.	11.2	385
5	How motivation, opportunity, and ability drive knowledge sharing: The constraining factor model. <i>Journal of Operations Management</i> , 2008, 26, 426-445.	5.2	344
6	Mobile Marketing: A Synthesis and Prognosis. <i>Journal of Interactive Marketing</i> , 2009, 23, 118-129.	6.2	343
7	Consumers in a multichannel environment: Product utility, process utility, and channel choice. <i>Journal of Interactive Marketing</i> , 2005, 19, 12-30.	6.2	342
8	Customer Satisfaction in Virtual Environments: A Study of Online Investing. <i>Management Science</i> , 2003, 49, 871-889.	4.1	274
9	Incentives That Induce Task-Related Effort, Helping, and Knowledge Sharing in Workgroups. <i>Management Science</i> , 2007, 53, 1533-1550.	4.1	225
10	The Influence of Psychological Safety and Confidence in Knowledge on Employee Knowledge Sharing. <i>Manufacturing and Service Operations Management</i> , 2009, 11, 429-447.	3.7	211
11	A Matter of Balance: Specialization, Task Variety, and Individual Learning in a Software Maintenance Environment. <i>Management Science</i> , 2009, 55, 1861-1876.	4.1	179
12	Mixing Behavior in Cross-Country Diffusion. <i>Marketing Science</i> , 1997, 16, 354-369.	4.1	133
13	The Social-Economic Psychological model of technology adoption and usage: an application to online investing. <i>Decision Support Systems</i> , 2005, 39, 505-524.	5.9	106
14	When Not All Conflict Is Bad: Manufacturing-Marketing Conflict and Strategic Incentive Design. <i>Management Science</i> , 2004, 50, 489-502.	4.1	104
15	When is a Preannounced New Product Likely to be Delayed?. <i>Journal of Marketing</i> , 2004, 68, 101-113.	11.3	102
16	Retailing in the 21st century: reflections and prologue to research. <i>Journal of Retailing</i> , 2002, 78, 9-16.	6.2	88
17	Pricing Information Goods: A Strategic Analysis of the Selling and Pay-per-Use Mechanisms. <i>Marketing Science</i> , 2015, 34, 218-234.	4.1	79
18	Managing Outsourced Software Projects: An Analysis of Project Performance and Customer Satisfaction. <i>Production and Operations Management</i> , 2011, 20, 508-521.	3.8	64

#	ARTICLE	IF	CITATIONS
19	The implications of online investing. Communications of the ACM, 2000, 43, 34-41.	4.5	58
20	Practices and Performance of Small Retail Stores in Developing Economies. Journal of International Marketing, 2009, 17, 58-90.	4.4	46
21	Customer relationship management in competitive environments: The positive implications of a short-term focus. Quantitative Marketing and Economics, 2007, 5, 99-129.	1.5	29
22	Consumer behavior change at the base of the pyramid: Bridging the gap between for-profit and social responsibility strategies. Strategic Management Journal, 2015, 36, 307-317.	7.3	28
23	Managing uncertain tasks in technology-intensive project environments: A multi-method study of task closure and capacity management decisions. Journal of Operations Management, 2020, 66, 260-280.	5.2	16
24	Managing Channel Profits: The Role of Managerial Incentives. Quantitative Marketing and Economics, 2005, 3, 247-279.	1.5	15
25	An Analysis of E-Business Adoption and Its Impact on Business Performance. SSRN Electronic Journal, 2003, , .	0.4	2
26	The Strategic Implications of Switching Costs Under Customized Pricing. Customer Needs and Solutions, 2014, 1, 188-199.	0.8	2
27	Managing Outsourced Software Projects: An Analysis of Project Performance and Customer Satisfaction. SSRN Electronic Journal, 2010, , .	0.4	1
28	ENTERING INDIA'S PRODUCT AND SERVICE MARKETS: TEN CAVEATS THAT CAN HELP YOU TAME THE ASIAN ELEPHANT. , 2009, , 211-229.		1