

# Ravi S Achrol

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10571122/publications.pdf>

Version: 2024-02-01

15  
papers

6,685  
citations

623734

14  
h-index

996975

15  
g-index

15  
all docs

15  
docs citations

15  
times ranked

2360  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Structure of Commitment in Exchange. <i>Journal of Marketing</i> , 1995, 59, 78-92.	11.3	1,424
2	The Structure of Commitment in Exchange. <i>Journal of Marketing</i> , 1995, 59, 78.	11.3	1,078
3	Marketing in the Network Economy. <i>Journal of Marketing</i> , 1999, 63, 146.	11.3	652
4	Marketing in the Network Economy. <i>Journal of Marketing</i> , 1999, 63, 146-163.	11.3	607
5	Contracts, Norms, and Plural Form Governance. <i>Journal of the Academy of Marketing Science</i> , 2000, 28, 180-194.	11.2	544
6	Changes in the theory of interorganizational relations in marketing: Toward a network paradigm. <i>Journal of the Academy of Marketing Science</i> , 1997, 25, 56-71.	11.2	539
7	Environmental Determinants of Decision-Making Uncertainty in Marketing Channels. <i>Journal of Marketing Research</i> , 1988, 25, 36-50.	4.8	430
8	Frontiers of the marketing paradigm in the third millennium. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 35-52.	11.2	283
9	Environmental Determinants of Decision-Making Uncertainty in Marketing Channels. <i>Journal of Marketing Research</i> , 1988, 25, 36.	4.8	275
10	Assessing Reseller Performance from the Perspective of the Supplier. <i>Journal of Marketing Research</i> , 1992, 29, 238.	4.8	252
11	Assessing Reseller Performance from the Perspective of the Supplier. <i>Journal of Marketing Research</i> , 1992, 29, 238-253.	4.8	250
12	Legal and social safeguards against opportunism in exchange. <i>Journal of Retailing</i> , 1999, 75, 107-124.	6.2	158
13	Governance in Exchange: Contract Law and Its Alternatives. <i>Journal of Public Policy and Marketing</i> , 1993, 12, 141-155.	3.4	121
14	The Structure of Reseller Goals and Performance in Marketing Channels. <i>Journal of the Academy of Marketing Science</i> , 2003, 31, 146-163.	11.2	60
15	Slotting allowances: a time series analysis of aggregate effects over three decades. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 673-694.	11.2	12