

# Neeraj Bharadwaj

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/105875/publications.pdf>

Version: 2024-02-01

22  
papers

795  
citations

516710

16  
h-index

752698

20  
g-index

23  
all docs

23  
docs citations

23  
times ranked

574  
citing authors

#	ARTICLE	IF	CITATIONS
1	Investigating the antecedents and outcomes of customer firm transaction cost savings in a supply chain relationship. <i>Journal of Business Research</i> , 2006, 59, 62-72.	10.2	72
2	How call center location impacts expectations of service from reputable versus lesser known firms. <i>Journal of Retailing</i> , 2007, 83, 403-410.	6.2	72
3	Investigating the decision criteria used in electronic components procurement. <i>Industrial Marketing Management</i> , 2004, 33, 317-323.	6.7	68
4	Marketing Initiatives, Expected Cash Flows, and Shareholders'™ Wealth. <i>Journal of Marketing</i> , 2008, 72, 16-26.	11.3	66
5	The impact of offshored and outsourced call service centers on customer appraisals. <i>Marketing Letters</i> , 2008, 19, 13-23.	2.9	54
6	A New Livestream Retail Analytics Framework to Assess the Sales Impact of Emotional Displays. <i>Journal of Marketing</i> , 2022, 86, 27-47.	11.3	53
7	Consumer response to and choice of customized versus standardized systems. <i>International Journal of Research in Marketing</i> , 2009, 26, 216-227.	4.2	48
8	Marketing Initiatives, Expected Cash Flows, and Shareholders' Wealth. <i>Journal of Marketing</i> , 2008, 72, 16-26.	11.3	45
9	Salesperson communication effectiveness in a digital sales interaction. <i>Industrial Marketing Management</i> , 2020, 90, 106-112.	6.7	43
10	How crowdsourcing improves prediction of market-oriented outcomes. <i>Journal of Business Research</i> , 2016, 69, 4168-4176.	10.2	39
11	Cause marketing and customer profitability. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 234-251.	11.2	39
12	Explicating Hearing the Voice of the Customer as a Manifestation of Customer Focus and Assessing its Consequences. <i>Journal of Product Innovation Management</i> , 2012, 29, 1012-1030.	9.5	36
13	Toward Further Understanding the Market'sensing Capability's Value Creation Relationship. <i>Journal of Product Innovation Management</i> , 2014, 31, 799-813.	9.5	35
14	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
15	Finding Innovation in Data Rich Environments. <i>Journal of Product Innovation Management</i> , 2017, 34, 560-564.	9.5	26
16	Innovation in Data's Rich Environments. <i>Journal of Product Innovation Management</i> , 2015, 32, 476-478.	9.5	20
17	Predicting Innovation Success in the Motion Picture Industry: The Influence of Multiple Quality Signals. <i>Journal of Product Innovation Management</i> , 2017, 34, 659-680.	9.5	15
18	Cross-Media Consumption: Insights from Super Bowl Advertising. <i>Journal of Interactive Marketing</i> , 2020, 50, 17-31.	6.2	12

#	ARTICLE	IF	CITATIONS
19	Corporate brand value and cash holdings. Journal of Brand Management, 2020, 27, 408-420.	3.5	10
20	Strategic Decision Making in an Information-Rich Environment: A Synthesis and an Organizing Framework for Innovation Research. Review of Marketing Research, 2018, , 3-30.	0.2	5
21	Sustainability Communications and Corporate Brand Associations. Journal of Sustainable Marketing, 0, , 41-52.	0.5	5
22	Consumer Response to and Choice of Customized versus Standardized Systems. SSRN Electronic Journal, 0, , .	0.4	0