

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	A New Livestream Retail Analytics Framework to Assess the Sales Impact of Emotional Displays. Journal of Marketing, 2022, 86, 27-47.	11.3	53
2	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
3	Salesperson communication effectiveness in a digital sales interaction. Industrial Marketing Management, 2020, 90, 106-112.	6.7	43
4	Corporate brand value and cash holdings. Journal of Brand Management, 2020, 27, 408-420.	3.5	10
5	Cross-Media Consumption: Insights from Super Bowl Advertising. Journal of Interactive Marketing, 2020, 50, 17-31.	6.2	12
6	Cause marketing and customer profitability. Journal of the Academy of Marketing Science, 2018, 46, 234-251.	11.2	39
7	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
8	Predicting Innovation Success in the Motion Picture Industry: The Influence of Multiple Quality Signals. Journal of Product Innovation Management, 2017, 34, 659-680.	9.5	15
9	Finding Innovation in Data Rich Environments. Journal of Product Innovation Management, 2017, 34, 560-564.	9.5	26
10	How crowdsourcing improves prediction of market-oriented outcomes. Journal of Business Research, 2016, 69, 4168-4176.	10.2	39
11	Innovation in Data-Rich Environments. Journal of Product Innovation Management, 2015, 32, 476-478.	9.5	20
12	Toward Further Understanding the Market-Sensing Capability-Value Creation Relationship. Journal of Product Innovation Management, 2014, 31, 799-813.	9.5	35
13	Explicating Hearing the Voice of the Customer as a Manifestation of Customer Focus and Assessing its Consequences. Journal of Product Innovation Management, 2012, 29, 1012-1030.	9.5	36
14	Consumer response to and choice of customized versus standardized systems. International Journal of Research in Marketing, 2009, 26, 216-227.	4.2	48
15	The impact of offshored and outsourced call service centers on customer appraisals. Marketing Letters, 2008, 19, 13-23.	2.9	54
16	Marketing Initiatives, Expected Cash Flows, and Shareholders' Wealth. Journal of Marketing, 2008, 72, 16-26.	11.3	45
17	Marketing Initiatives, Expected Cash Flows, and Shareholders'™ Wealth. Journal of Marketing, 2008, 72, 16-26.	11.3	66
18	How call center location impacts expectations of service from reputable versus lesser known firms. Journal of Retailing, 2007, 83, 403-410.	6.2	72

#	ARTICLE	IF	CITATIONS
19	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
20	Investigating the decision criteria used in electronic components procurement. <i>Industrial Marketing Management</i> , 2004, 33, 317-323.	6.7	68
21	Consumer Response to and Choice of Customized versus Standardized Systems. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
22	Sustainability Communications and Corporate Brand Associations. <i>Journal of Sustainable Marketing</i> , 0, , 41-52.	0.5	5