

Shikhar Sarin

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10798452/publications.pdf>

Version: 2024-02-01

20
papers

1,386
citations

567281

15
h-index

752698

20
g-index

21
all docs

21
docs citations

21
times ranked

1010
citing authors

#	ARTICLE	IF	CITATIONS
1	The Effect of Team Leader Characteristics on Learning, Knowledge Application, and Performance of Cross-Functional New Product Development Teams. <i>Decision Sciences</i> , 2003, 34, 707-739.	4.5	394
2	The Effect of Reward Structures on the Performance of Cross-Functional Product Development Teams. <i>Journal of Marketing</i> , 2001, 65, 35-53.	11.3	271
3	From Market Driven to Market Driving: An Alternate Paradigm for Marketing in High Technology Industries. <i>Journal of Marketing Theory and Practice</i> , 2003, 11, 13-24.	4.3	108
4	Strategic Use of Bundling for Reducing Consumers' Perceived Risk Associated with the Purchase of New High-Tech Products. <i>Journal of Marketing Theory and Practice</i> , 2003, 11, 71-83.	4.3	94
5	First among Equals: The Effect of Team Leader Characteristics on the Internal Dynamics of Cross-Functional Product Development Teams. <i>Journal of Product Innovation Management</i> , 2009, 26, 188-205.	9.5	88
6	Drucker's insights on market orientation and innovation: implications for emerging areas in high-technology marketing. <i>Journal of the Academy of Marketing Science</i> , 2009, 37, 85-96.	11.2	73
7	Co-citation, bibliographic coupling and leading authors, institutions and countries in the 50 years of Technological Forecasting and Social Change. <i>Technological Forecasting and Social Change</i> , 2021, 165, 120487.	11.6	65
8	Sales management control systems: review, synthesis, and directions for future exploration. <i>Journal of Personal Selling and Sales Management</i> , 2018, 38, 30-55.	2.8	48
9	Strategic orientations, marketing proactivity and firm market performance. <i>Industrial Marketing Management</i> , 2020, 91, 610-620.	6.7	44
10	Extrinsic Rewards, Intrinsic Motivation, and New Product Development Performance. <i>Journal of Product Innovation Management</i> , 2020, 37, 528-551.	9.5	34
11	Implementing Changes in Marketing Strategy: The Role of Perceived Outcome-and Process-Oriented Supervisory Actions. <i>Journal of Marketing Research</i> , 2012, 49, 564-580.	4.8	32
12	Characteristics that Enhance Training Effectiveness in Implementing Technological Change in Sales Strategy: A Field-Based Exploratory Study. <i>Journal of Personal Selling and Sales Management</i> , 2010, 30, 143-156.	2.8	27
13	Driving markets: A typology and a seven-step approach. <i>Industrial Marketing Management</i> , 2020, 91, 142-151.	6.7	27
14	Uncovering the knowledge flows and intellectual structures of research in Technological Forecasting and Social Change: A journey through history. <i>Technological Forecasting and Social Change</i> , 2020, 160, 120210.	11.6	20
15	A Bibliometric Analysis of the Knowledge Exchange Patterns Between Major Technology and Innovation Management Journals (1999-2013). <i>Journal of Product Innovation Management</i> , 2018, 35, 2-8.	9.5	16
16	A Twenty-Year Citation Analysis of the Knowledge Outflow and Inflow Patterns from the <i>Journal of Product Innovation Management</i> . <i>Journal of Product Innovation Management</i> , 2018, 35, 854-863.	9.5	15
17	Patterns of knowledge outflow from <i>Industrial Marketing Management</i> to major marketing and specialized journals (1999-2013): A citation analysis. <i>Industrial Marketing Management</i> , 2018, 69, 13-17.	6.7	10
18	A measurement model of the dimensions and types of informal organizational control: An empirical test in a B2B sales context. <i>International Journal of Research in Marketing</i> , 2022, 39, 415-442.	4.2	8

#	ARTICLE	IF	CITATIONS
19	From the Special Issue Editor: Taking Stock and Looking Ahead: An Introduction to the Special Issue on New Product Development Teams [*] . <i>Journal of Product Innovation Management</i> , 2009, 26, 117-122.	9.5	7
20	An introduction to the special issue on marketing of high-technology products, services and innovations. <i>Industrial Marketing Management</i> , 2008, 37, 626-628.	6.7	5