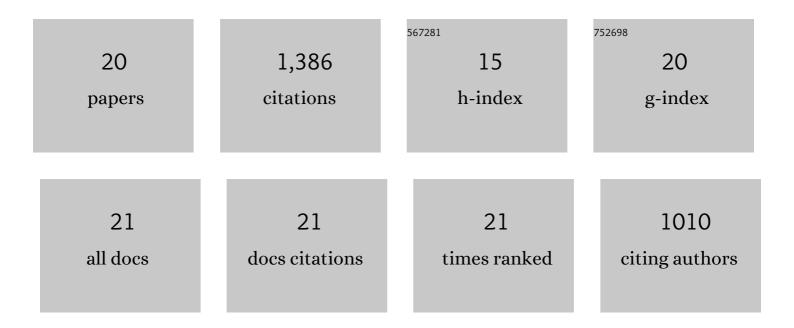
Shikhar Sarin

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10798452/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	A measurement model of the dimensions and types of informal organizational control: An empirical test in a B2B sales context. International Journal of Research in Marketing, 2022, 39, 415-442.	4.2	8
2	Co-citation, bibliographic coupling and leading authors, institutions and countries in the 50 years of Technological Forecasting and Social Change. Technological Forecasting and Social Change, 2021, 165, 120487.	11.6	65
3	Driving markets: A typology and a seven-step approach. Industrial Marketing Management, 2020, 91, 142-151.	6.7	27
4	Uncovering the knowledge flows and intellectual structures of research in Technological Forecasting and Social Change: A journey through history. Technological Forecasting and Social Change, 2020, 160, 120210.	11.6	20
5	Extrinsic Rewards, Intrinsic Motivation, and New Product Development Performance. Journal of Product Innovation Management, 2020, 37, 528-551.	9.5	34
6	Strategic orientations, marketing proactivity and firm market performance. Industrial Marketing Management, 2020, 91, 610-620.	6.7	44
7	Patterns of knowledge outflow from Industrial Marketing Management to major marketing and specialized journals (1999–2013): A citation analysis. Industrial Marketing Management, 2018, 69, 13-17.	6.7	10
8	Sales management control systems: review, synthesis, and directions for future exploration. Journal of Personal Selling and Sales Management, 2018, 38, 30-55.	2.8	48
9	A Bibliometric Analysis of the Knowledge Exchange Patterns Between Major Technology and Innovation Management Journals (1999–2013). Journal of Product Innovation Management, 2018, 35, 2-8.	9.5	16
10	A Twenty‥ear Citation Analysis of the Knowledge Outflow and Inflow Patterns from the <i>Journal of Product Innovation Management</i> . Journal of Product Innovation Management, 2018, 35, 854-863.	9.5	15
11	Implementing Changes in Marketing Strategy: The Role of Perceived Outcome-and Process-Oriented Supervisory Actions. Journal of Marketing Research, 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. Journal of Personal Selling and Sales Management, 2010, 30, 143-156.	2.8	27
13	Drucker's insights on market orientation and innovation: implications for emerging areas in high-technology marketing. Journal of the Academy of Marketing Science, 2009, 37, 85-96.	11.2	73
14	From the Special Issue Editor: Taking Stock and Looking Ahead: An Introduction to the Special Issue on New Product Development Teams [*] . Journal of Product Innovation Management, 2009, 26, 117-122.	9.5	7
15	First among Equals: The Effect of Team Leader Characteristics on the Internal Dynamics of Crossâ€Functional Product Development Teams [*] . Journal of Product Innovation Management, 2009, 26, 188-205.	9.5	88
16	An introduction to the special issue on marketing of high-technology products, services and innovations. Industrial Marketing Management, 2008, 37, 626-628.	6.7	5
17	The Effect of Team Leader Characteristics on Learning, Knowledge Application, and Performance of Cross-Functional New Product Development Teams. Decision Sciences, 2003, 34, 707-739.	4.5	394
18	From Market Driven to Market Driving: An Alternate Paradigm for Marketing in High Technology Industries. Journal of Marketing Theory and Practice, 2003, 11, 13-24.	4.3	108

#	Article	IF	CITATIONS
19	Strategic Use of Bundling for Reducing Consumers' Perceived Risk Associated with the Purchase of New High-Tech Products. Journal of Marketing Theory and Practice, 2003, 11, 71-83.	4.3	94
20	The Effect of Reward Structures on the Performance of Cross-Functional Product Development Teams. Journal of Marketing, 2001, 65, 35-53.	11.3	271