

# Venkat Ramaswamy

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10841043/publications.pdf>

Version: 2024-02-01

12  
papers

6,015  
citations

933447

10  
h-index

1199594

12  
g-index

13  
all docs

13  
docs citations

13  
times ranked

3888  
citing authors

| #  | ARTICLE  | IF   | CITATIONS |
|----|--|------|-----------|
| 1  | The "Interacted" actor in platformed networks: theorizing practices of managerial experience value co-creation. <i>Journal of Business and Industrial Marketing</i> , 2020, 35, 1165-1178. | 3.0  | 16        |
| 2  | Digitalized Interactive Platforms: Turning Goods and Services into Retail Co-Creation Experiences. <i>NIM Marketing Intelligence Review</i> , 2019, 11, 18-23.                             | 0.6  | 7         |
| 3  | Offerings as Digitalized Interactive Platforms: A Conceptual Framework and Implications. <i>Journal of Marketing</i> , 2018, 82, 19-31.  | 11.3 | 111       |
| 4  | What is co-creation? An interactional creation framework and its implications for value creation. <i>Journal of Business Research</i> , 2018, 84, 196-205.                                 | 10.2 | 401       |
| 5  | Brand value co-creation in a digitalized world: An integrative framework and research implications. <i>International Journal of Research in Marketing</i> , 2016, 33, 93-106.              | 4.2  | 325       |
| 6  | Re-thinking the Concept of Surplus: Embracing Co-creation Experiences in Economics. <i>B E Journal of Economic Analysis and Policy</i> , 2014, 14, 1283-1297.                              | 0.9  | 9         |
| 7  | Strategy and co-creation thinking. <i>Strategy and Leadership</i> , 2013, 41, 5-10.  | 0.5  | 45        |
| 8  | It's about human experiences and beyond, to co-creation. <i>Industrial Marketing Management</i> , 2011, 40, 195-196.   | 6.7  | 212       |
| 9  | Build the co-creative enterprise. <i>Harvard Business Review</i> , 2010, 88, 100-9, 150.   | 3.1  | 140       |
| 10 | Co-creation of value " towards an expanded paradigm of value creation. <i>Marketing Review St Gallen</i> , 2009, 26, 11-17.  | 0.6  | 123       |
| 11 | Co-creating value through customers' experiences: the Nike case. <i>Strategy and Leadership</i> , 2008, 36, 9-14.  | 0.5  | 206       |
| 12 | Co-creation experiences: The next practice in value creation. <i>Journal of Interactive Marketing</i> , 2004, 18, 5-14.  | 6.2  | 4,275     |