

Rohit Deshpande

List of Publications by Year in descending order

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46
papers

15,486
citations

136950

32
h-index

265206

42
g-index

46
all docs

46
docs citations

46
times ranked

5850
citing authors

#	ARTICLE	IF	CITATIONS
1	Corporate Culture, Customer Orientation, and Innovativeness in Japanese Firms: A Quadrad Analysis. Journal of Marketing, 1993, 57, 23-37.	11.3	2,655
2	Relationships between Providers and Users of Market Research: The Dynamics of Trust within and between Organizations. Journal of Marketing Research, 1992, 29, 314-328.	4.8	2,417
3	Factors Affecting Trust in Market Research Relationships. Journal of Marketing, 1993, 57, 81-101.	11.3	1,890
4	Corporate Culture, Customer Orientation, and Innovativeness in Japanese Firms: A Quadrad Analysis. Journal of Marketing, 1993, 57, 23.	11.3	1,708
5	Organizational Culture and Marketing: Defining the Research Agenda. Journal of Marketing, 1989, 53, 3.	11.3	959
6	Organizational Culture and Marketing: Defining the Research Agenda. Journal of Marketing, 1989, 53, 3-15.	11.3	525
7	Measuring Market Orientation: Generalization and Synthesis. Journal of Market-Focused Management, 1998, 2, 213-232.	0.3	511
8	“Paradigms Lost”: On Theory and Method in Research in Marketing. Journal of Marketing, 1983, 47, 101-110.	11.3	428
9	Factors Affecting the Use of Market Research Information: A Path Analysis. Journal of Marketing Research, 1982, 19, 14-31.	4.8	422
10	Organizational culture, market orientation, innovativeness, and firm performance: an international research odyssey. International Journal of Research in Marketing, 2004, 21, 3-22.	4.2	413
11	The Intensity of Ethnic Affiliation: A Study of the Sociology of Hispanic Consumption. Journal of Consumer Research, 1986, 13, 214.	5.1	386
12	Identity salience and the influence of differential activation of the social self-schema on advertising response.. Journal of Applied Psychology, 2002, 87, 1086-1099.	5.3	315
13	Situational Ethnicity and Consumer Behavior. Journal of Consumer Research, 1989, 16, 361.	5.1	292
14	What We See Makes Us who We are: Priming Ethnic Self-Awareness and Advertising Response. Journal of Marketing Research, 2001, 38, 336-348.	4.8	277
15	A Tale of Two Cities: Distinctiveness Theory and Advertising Effectiveness. Journal of Marketing Research, 1994, 31, 57-64.	4.8	260
16	Social Dimensions of Consumer Distinctiveness: The Influence of Social Status on Group Identity and Advertising Persuasion. Journal of Marketing Research, 2001, 38, 216-224.	4.8	226
17	Executive Insights: Corporate Culture and Market Orientation: Comparing Indian and Japanese Firms. Journal of International Marketing, 1999, 7, 111-127.	4.4	180
18	AD SCHEMA INCONGRUITY AS ELICITOR OF ETHNIC SELF-AWARENESS AND DIFFERENTIAL ADVERTISING RESPONSE. Journal of Advertising, 2003, 32, 7-17.	6.6	175

#	ARTICLE	IF	CITATIONS
19	A Comparison of Factors Affecting Researcher and Manager Perceptions of Market Research Use. Journal of Marketing Research, 1984, 21, 32-38.	4.8	127
20	Looking at Your World Through Your Customer'S Eyes. Journal of Relationship Marketing, 2002, 1, 3-22.	4.4	127
21	Beyond Market Orientation: When Customers and Suppliers Disagree. Journal of the Academy of Marketing Science, 2000, 28, 109-119.	11.2	125
22	The Organizational Context of Market Research Use. Journal of Marketing, 1982, 46, 91-101.	11.3	115
23	Triad lessons: Generalizing results on high performance firms in five business-to-business markets. International Journal of Research in Marketing, 2000, 17, 353-362.	4.2	111
24	A Comparison of Factors Affecting Researcher and Manager Perceptions of Market Research Use. Journal of Marketing Research, 1984, 21, 32.	4.8	110
25	A Comparison of Factors Affecting Use of Marketing Information in Consumer and Industrial Firms. Journal of Marketing Research, 1987, 24, 114-118.	4.8	100
26	Developing a Market Orientation. , 1999, , .		87
27	Market-Focused Organizational Transformation in China. Journal of Global Marketing, 2000, 14, 7-35.	3.4	69
28	Achievement motivation, strategic orientations and business performance in entrepreneurial firms. International Marketing Review, 2013, 30, 231-252.	3.6	63
29	Tigers, Dragons, and Others: Profiling High Performance in Asian Firms. Journal of International Marketing, 2004, 12, 5-29.	4.4	54
30	Consumers Avoid Buying From Firms With Higher <sc>CEO</sc>â€œâ€œWorker Pay Ratios. Journal of Consumer Psychology, 2018, 28, 344-352.	4.5	48
31	"Foreseeing" Marketing. Journal of Marketing, 1999, 63, 164.	11.3	45
32	Should I stay or should I go? Mood congruity, self-monitoring and retail context preference. Journal of Business Research, 2007, 60, 640-648.	10.2	40
33	Competitive analysis. Marketing Letters, 1994, 5, 271-287.	2.9	37
34	Understanding Market Orientation: A Prospectively Designed Meta-Analysis of Three Market Orientation Scales. , 0, , 217-236.		34
35	Knowledge Disavowal. Knowledge, 1989, 11, 155-169.	0.6	26
36	Strategic orientations in a competitive context: The role of strategic orientation differentiation. Marketing Letters, 2012, 23, 629-643.	2.9	24

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37	Patterns of Research Use in Private and Public Sectors. Knowledge, 1983, 4, 561-575.	0.6	19
38	Performance companies. Journal of Medical Marketing, 2002, 2, 225-231.	0.2	14
39	Action and Enlightenment Functions of Research. Knowledge, 1981, 2, 317-330.	0.6	13
40	Charting the Evolution of Russian Firms from Soviet "Producer Orientation" to Contemporary "Market Orientation". Journal of Global Marketing, 2006, 19, 7-26.	3.4	13
41	High Performance Firms in a Complex New China. Journal of Global Marketing, 2003, 16, 207-229.	3.4	12
42	Interdisciplinary Research Within a Modified Competing Values Model of Organizational Performance. Journal of Global Marketing, 2007, 20, 5-16.	3.4	11
43	Reliability in Measuring Market Orientation and Financial Performance in Transition Economies. , 1999, , 127-137.		10
44	Organizational Culture, Innovativeness and Market Orientation in Hong Kong Five Years After Handover. Journal of Global Marketing, 2004, 17, 53-73.	3.4	7
45	Identity Salience and the Influence of Differential Activation of the Social Self-Schema on Advertising Response. SSRN Electronic Journal, 2002, , .	0.4	5
46	National customer orientation: a framework, propositions and agenda for future research. European Journal of Marketing, 2022, 56, 1014-1041.	2.9	1