

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	National customer orientation: a framework, propositions and agenda for future research. <i>European Journal of Marketing</i> , 2022, 56, 1014-1041.	2.9	1
2	Consumers Avoid Buying From Firms With Higher <scp>CEO</scp>â€œâ€œWorker Pay Ratios. <i>Journal of Consumer Psychology</i> , 2018, 28, 344-352.	4.5	48
3	Achievement motivation, strategic orientations and business performance in entrepreneurial firms. <i>International Marketing Review</i> , 2013, 30, 231-252.	3.6	63
4	Strategic orientations in a competitive context: The role of strategic orientation differentiation. <i>Marketing Letters</i> , 2012, 23, 629-643.	2.9	24
5	Should I stay or should I go? Mood congruity, self-monitoring and retail context preference. <i>Journal of Business Research</i> , 2007, 60, 640-648.	10.2	40
6	Interdisciplinary Research Within a Modified Competing Values Model of Organizational Performance. <i>Journal of Global Marketing</i> , 2007, 20, 5-16.	3.4	11
7	Charting the Evolution of Russian Firms from Soviet â€œProducer Orientationâ€œ to Contemporary â€œMarket Orientationâ€œ. <i>Journal of Global Marketing</i> , 2006, 19, 7-26.	3.4	13
8	Organizational Culture, Innovativeness and Market Orientation in Hong Kong Five Years After Handover. <i>Journal of Global Marketing</i> , 2004, 17, 53-73.	3.4	7
9	Tigers, Dragons, and Others: Profiling High Performance in Asian Firms. <i>Journal of International Marketing</i> , 2004, 12, 5-29.	4.4	54
10	Organizational culture, market orientation, innovativeness, and firm performance: an international research odyssey. <i>International Journal of Research in Marketing</i> , 2004, 21, 3-22.	4.2	413
11	High Performance Firms in a Complex New China. <i>Journal of Global Marketing</i> , 2003, 16, 207-229.	3.4	12
12	AD SCHEMA INCONGRUITY AS ELICITOR OF ETHNIC SELF-AWARENESS AND DIFFERENTIAL ADVERTISING RESPONSE. <i>Journal of Advertising</i> , 2003, 32, 7-17.	6.6	175
13	Performance companies. <i>Journal of Medical Marketing</i> , 2002, 2, 225-231.	0.2	14
14	Identity salience and the influence of differential activation of the social self-schema on advertising response.. <i>Journal of Applied Psychology</i> , 2002, 87, 1086-1099.	5.3	315
15	Looking at Your World Through Your Customer'S Eyes. <i>Journal of Relationship Marketing</i> , 2002, 1, 3-22.	4.4	127
16	Identity Salienc and the Influence of Differential Activation of the Social Self-Schema on Advertising Response. <i>SSRN Electronic Journal</i> , 2002, , .	0.4	5
17	What We See Makes Us who We are: Priming Ethnic Self-Awareness and Advertising Response. <i>Journal of Marketing Research</i> , 2001, 38, 336-348.	4.8	277
18	Social Dimensions of Consumer Distinctiveness: The Influence of Social Status on Group Identity and Advertising Persuasion. <i>Journal of Marketing Research</i> , 2001, 38, 216-224.	4.8	226

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19	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
20	Market-Focused Organizational Transformation in China. Journal of Global Marketing, 2000, 14, 7-35.	3.4	69
21	Beyond Market Orientation: When Customers and Suppliers Disagree. Journal of the Academy of Marketing Science, 2000, 28, 109-119.	11.2	125
22	Executive Insights: Corporate Culture and Market Orientation: Comparing Indian and Japanese Firms. Journal of International Marketing, 1999, 7, 111-127.	4.4	180
23	"Foreseeing" Marketing. Journal of Marketing, 1999, 63, 164.	11.3	45
24	Developing a Market Orientation. , 1999, , .		87
25	Reliability in Measuring Market Orientation and Financial Performance in Transition Economies. , 1999, , 127-137.		10
26	Measuring Market Orientation: Generalization and Synthesis. Journal of Market-Focused Management, 1998, 2, 213-232.	0.3	511
27	A Tale of Two Cities: Distinctiveness Theory and Advertising Effectiveness. Journal of Marketing Research, 1994, 31, 57-64.	4.8	260
28	Competitive analysis. Marketing Letters, 1994, 5, 271-287.	2.9	37
29	Corporate Culture, Customer Orientation, and Innovativeness in Japanese Firms: A Quadrad Analysis. Journal of Marketing, 1993, 57, 23.	11.3	1,708
30	Corporate Culture, Customer Orientation, and Innovativeness in Japanese Firms: A Quadrad Analysis. Journal of Marketing, 1993, 57, 23-37.	11.3	2,655
31	Factors Affecting Trust in Market Research Relationships. Journal of Marketing, 1993, 57, 81-101.	11.3	1,890
32	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
33	Organizational Culture and Marketing: Defining the Research Agenda. Journal of Marketing, 1989, 53, 3-15.	11.3	525
34	Knowledge Disavowal. Knowledge, 1989, 11, 155-169.	0.6	26
35	Organizational Culture and Marketing: Defining the Research Agenda. Journal of Marketing, 1989, 53, 3.	11.3	959
36	Situational Ethnicity and Consumer Behavior. Journal of Consumer Research, 1989, 16, 361.	5.1	292

#	ARTICLE	IF	CITATIONS
37	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
38	The Intensity of Ethnic Affiliation: A Study of the Sociology of Hispanic Consumption. Journal of Consumer Research, 1986, 13, 214.	5.1	386
39	A Comparison of Factors Affecting Researcher and Manager Perceptions of Market Research Use. Journal of Marketing Research, 1984, 21, 32-38.	4.8	127
40	A Comparison of Factors Affecting Researcher and Manager Perceptions of Market Research Use. Journal of Marketing Research, 1984, 21, 32.	4.8	110
41	Patterns of Research Use in Private and Public Sectors. Knowledge, 1983, 4, 561-575.	0.6	19
42	“Paradigms Lost”: On Theory and Method in Research in Marketing. Journal of Marketing, 1983, 47, 101-110.	11.3	428
43	The Organizational Context of Market Research Use. Journal of Marketing, 1982, 46, 91-101.	11.3	115
44	Factors Affecting the Use of Market Research Information: A Path Analysis. Journal of Marketing Research, 1982, 19, 14-31.	4.8	422
45	Action and Enlightenment Functions of Research. Knowledge, 1981, 2, 317-330.	0.6	13
46	Understanding Market Orientation: A Prospectively Designed Meta-Analysis of Three Market Orientation Scales. , 0, , 217-236.		34