

Sundar Bharadwaj

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11458414/publications.pdf>

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9
papers

785
citations

1163117
8
h-index

1474206
9
g-index

9
all docs

9
docs citations

9
times ranked

725
citing authors

| # | ARTICLE | IF | CITATIONS |
|---|---|------|-----------|
| 1 | The Performance Effects of Complementarities Between Information Systems, Marketing, Manufacturing, and Supply Chain Processes. <i>Information Systems Research</i> , 2007, 18, 437-453. | 3.7 | 273 |
| 2 | Business-to-Business Buying: Challenges and Opportunities. <i>Customer Needs and Solutions</i> , 2015, 2, 193-208. | 0.8 | 95 |
| 3 | Asymmetric Roles of Advertising and Marketing Capability in Financial Returns to News: Turning Bad into Good and Good into Great. <i>Journal of Marketing Research</i> , 2013, 50, 706-724. | 4.8 | 92 |
| 4 | Social Capital of Young Technology Firms and Their IPO Values: The Complementary Role of Relevant Absorptive Capacity. <i>Journal of Marketing</i> , 2011, 75, 87-104. | 11.3 | 88 |
| 5 | Complementary Drivers of New Product Development Performance: Cross-Functional Coordination, Information System Capability, and Intelligence Quality. <i>Production and Operations Management</i> , 2012, 21, 653-667. | 3.8 | 88 |
| 6 | Marketing, Market Growth, and Endogenous Growth Theory: An Inquiry Into the Causes of Market Growth. <i>Journal of the Academy of Marketing Science</i> , 2005, 33, 347-359. | 11.2 | 52 |
| 7 | A meta-analysis of the determinants of organic sales growth. <i>International Journal of Research in Marketing</i> , 2009, 26, 263-275. | 4.2 | 51 |
| 8 | Walking a tightrope: the joint impact of customer and within-firm boundary spanning activities on perceived customer satisfaction and team performance. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 472-489. | 11.2 | 41 |
| 9 | Developing new marketing strategy theory: addressing the limitations of a singular focus on firm financial performance. <i>AMS Review</i> , 2015, 5, 98-102. | 2.5 | 5 |