

Sundar Bharadwaj

List of Publications by Year in descending order

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

Version: 2024-02-01

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	Business-to-Business Buying: Challenges and Opportunities. <i>Customer Needs and Solutions</i> , 2015, 2, 193-208.	0.8	95
2	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
3	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
4	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
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	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
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	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
9	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