

Girish Mallapragada

List of Publications by Year in descending order

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Version: 2024-02-01

13
papers

750
citations

1307594

7
h-index

1281871

11
g-index

13
all docs

13
docs citations

13
times ranked

696
citing authors

#	ARTICLE	IF	CITATIONS
1	Do Backer Affiliations Help or Hurt Crowdfunding Success?. <i>Journal of Marketing</i> , 2022, 86, 117-134.	11.3	7
2	The impact of social capital and transaction efficacy on salesperson performance. <i>Production and Operations Management</i> , 2022, 31, 3525-3542.	3.8	3
3	Impact of Political Television Advertisements on Viewers'™ Response to Subsequent Advertisements. <i>Marketing Science</i> , 2021, 40, 305-324.	4.1	6
4	Corporate Board Interlocks and New Product Introductions. <i>Journal of Marketing</i> , 2018, 82, 132-148.	11.3	61
5	Innovativeness as an Unintended Outcome of Franchising: Insights from Restaurant Chains. <i>Decision Sciences</i> , 2017, 48, 1164-1197.	4.5	10
6	Peer Review and Research Impact. <i>Customer Needs and Solutions</i> , 2016, 3, 29-41.	0.8	0
7	Exploring the Effects of "What" (Product) and "Where" (Website) Characteristics on Online Shopping Behavior. <i>Journal of Marketing</i> , 2016, 80, 21-38.	11.3	114
8	Virtual interorganizational relationships in business-to-business electronic markets: heterogeneity in the effects of organizational interdependence on relational outcomes. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 610-628.	11.2	10
9	Which Technologies are Included in Patent Pools? How Market and Social Factors Impact Selection. <i>Proceedings - Academy of Management</i> , 2014, 2014, 13828.	0.1	0
10	Environments, unobserved heterogeneity, and the effect of market orientation on outcomes for high-tech firms. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 206-233.	11.2	51
11	Marketing Channels in Foreign Markets: Control Mechanisms and the Moderating Role of Multinational Corporation Headquarters'™ Subsidiary Relationship. <i>Journal of Marketing Research</i> , 2013, 50, 378-398.	4.8	56
12	User-Generated Open Source Products: Founder's Social Capital and Time to Product Release. <i>Marketing Science</i> , 2012, 31, 474-492.	4.1	58
13	Location, Location, Location: How Network Embeddedness Affects Project Success in Open Source Systems. <i>Management Science</i> , 2006, 52, 1043-1056.	4.1	374