

Sourav Bikash Borah

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11927967/publications.pdf>

Version: 2024-02-01

15
papers

736
citations

1040056

9
h-index

1058476

14
g-index

15
all docs

15
docs citations

15
times ranked

687
citing authors

#	ARTICLE	IF	CITATIONS
1	Covid-19's impact on supply chain decisions: Strategic insights from NASDAQ 100 firms using Twitter data. <i>Journal of Business Research</i> , 2020, 117, 443-449.	10.2	310
2	Covid-19 and Domestic Violence: An Indirect Path to Social and Economic Crisis. <i>Journal of Family Violence</i> , 2022, 37, 759-765.	3.3	143
3	Responses to COVID-19: The role of governance, healthcare infrastructure, and learning from past pandemics. <i>Journal of Business Research</i> , 2021, 122, 597-607.	10.2	91
4	Understanding the structural characteristics of a firm's whole buyer-supplier network and its impact on international business performance. <i>Journal of International Business Studies</i> , 2019, 50, 365-392.	7.3	42
5	Leveraging service recovery strategies to reduce customer churn in an emerging market. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 848-868.	11.2	41
6	Identifying the drivers of luxury brand sales in emerging markets: An exploratory study. <i>Journal of Business Research</i> , 2020, 111, 25-40.	10.2	22
7	Investigating the impact of workforce racial diversity on the organizational corporate social responsibility performance: An institutional logics perspective. <i>Journal of Business Research</i> , 2020, 107, 138-152.	10.2	20
8	How does the adoption of digital payment technologies influence unorganized retailers' performance? An investigation in an emerging market. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 882-902.	11.2	18
9	Chief marketing officers' discretion and firms' internationalization: An empirical investigation. <i>Journal of International Business Studies</i> , 2021, 52, 363-387.	7.3	18
10	From silos to synergies: A systematic review of luxury in marketing research. <i>Journal of Business Research</i> , 2022, 139, 893-907.	10.2	12
11	Complexity in a multinational enterprise's global supply chain and its international business performance: A bane or a boon?. <i>Journal of International Business Studies</i> , 2022, 53, 850-878.	7.3	9
12	Interfirm Collaboration and Exchange Relationships: A Research Agenda for Future Research. <i>International Journal of Research in Marketing</i> , 2021, , .	4.2	4
13	Collaboration strategies in buyer-supplier relational (BSR) networks and sustainable firm performance: A trade-off story. <i>International Journal of Production Economics</i> , 2022, 253, 108558.	8.9	4
14	Knowledge structure of Chief Marketing Officers (CMOs): A review, bibliometric analysis, and research agenda. <i>Journal of Business Research</i> , 2022, 151, 448-462.	10.2	2
15	Accountability Beyond Profitability: Understanding the Impact of Marketing Actions on Environmental and Social Performance. <i>Review of Marketing Research</i> , 2021, , 193-232.	0.2	0