

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