

# Shantanu Dutta

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12017308/publications.pdf>

Version: 2024-02-01

50  
papers

6,962  
citations

147801

31  
h-index

254184

43  
g-index

51  
all docs

51  
docs citations

51  
times ranked

3653  
citing authors

#	ARTICLE	IF	CITATIONS
1	Supply chain relational capital and firm performance: an empirical enquiry from India. International Journal of Emerging Markets, 2024, 19, 76-105.	2.2	6
2	Shareholder wealth implications of software firms' transition to cloud computing: a marketing perspective. Journal of the Academy of Marketing Science, 2022, 50, 1-25.	11.2	4
3	Impact of lifestyle diseases on income and household consumption: evidence from an emerging economy. Health Marketing Quarterly, 2021, 38, 35-49.	1.0	5
4	Constraints in acquiring and utilizing directors' experience: An empirical study of new market entry in the pharmaceutical industry. Strategic Management Journal, 2015, 36, 339-359.	7.3	40
5	Benefiting From Alliance Portfolio Diversity. Journal of Management, 2014, 40, 1653-1674.	9.3	137
6	The Impact of Automation of Systems on Medical Errors: Evidence from Field Research. Information Systems Research, 2011, 22, 429-446.	3.7	108
7	Marketing in a World with Costs of Price Adjustment. Review of Marketing Research, 2010, , 168-188.	0.2	2
8	Channel design, coordination, and performance: Future research directions. Marketing Letters, 2010, 21, 223-237.	2.9	34
9	Holiday Price Rigidity and Cost of Price Adjustment. Economica, 2010, 77, 172-198.	1.6	34
10	Perception Spillovers across Competing Brands: A Disaggregate Model of how and When. Journal of Marketing Research, 2009, 46, 467-481.	4.8	104
11	Licensing exchange—Insights from the biopharmaceutical industry. International Journal of Research in Marketing, 2008, 25, 273-281.	4.2	24
12	Can branded drugs benefit from generic entry? The role of detailing and price in switching to non-bioequivalent molecules. International Journal of Research in Marketing, 2008, 25, 247-260.	4.2	28
13	Physicians' Persistence and Its Implications for Their Response to Promotion of Prescription Drugs. Management Science, 2008, 54, 1080-1093.	4.1	51
14	Non-price rigidity and cost of adjustment. Managerial and Decision Economics, 2007, 28, 817-832.	2.5	8
15	Absorptive Capacity in High-Technology Markets: The Competitive Advantage of the Haves. Marketing Science, 2006, 25, 510-524.	4.1	201
16	Private label price rigidity during holiday periods. Applied Economics Letters, 2006, 13, 57-62.	1.8	14
17	How Does Enforcement Deter Gray Market Incidence?. Journal of Marketing, 2006, 70, 92-106.	11.3	71
18	Customizing Complex Products: When Should the Vendor Take Control?. Journal of Marketing Research, 2006, 43, 664-679.	4.8	90

#	ARTICLE	IF	CITATIONS
19	How Does Enforcement Deter Gray Market Incidence?. Journal of Marketing, 2006, 70, 92-106.	11.3	65
20	Conceptualizing and measuring capabilities: methodology and empirical application. Strategic Management Journal, 2005, 26, 277-285.	7.3	378
21	Empirical tests of optimal cognitive distance. Journal of Economic Behavior and Organization, 2005, 58, 277-302.	2.0	264
22	Portfolios of Interfirm Agreements in Technology-Intensive Markets: Consequences for Innovation and Profitability. Journal of Marketing, 2004, 68, 88-100.	11.3	233
23	Managerial and Customer Costs of Price Adjustment: Direct Evidence from Industrial Markets. Review of Economics and Statistics, 2004, 86, 514-533.	4.3	374
24	Shattering the Myth of Costless Price Changes. European Management Journal, 2003, 21, 663-669.	5.1	37
25	Pricing process as a capability: a resource-based perspective. Strategic Management Journal, 2003, 24, 615-630.	7.3	281
26	Holiday Price Rigidity and Cost of Price Adjustment. SSRN Electronic Journal, 2003, , .	0.4	25
27	What Can the Price Gap between Branded and Private-Label Products Tell Us about Markups?. , 2003, , 165-225.		30
28	Asymmetric Store Positioning and Promotional Advertising Strategies: Theory and Evidence. Marketing Science, 2002, 21, 74-96.	4.1	42
29	Heterogeneity in Price Rigidity: Evidence from a Case Study Using Microlevel Data. Journal of Money, Credit and Banking, 2002, 34, 197-220.	1.6	92
30	Price flexibility in channels of distribution: Evidence from scanner data. Journal of Economic Dynamics and Control, 2002, 26, 1845-1900.	1.6	112
31	Marketing in Technology-Intensive Markets: Toward a Conceptual Framework. Journal of Marketing, 1999, 63, 78-91.	11.3	106
32	Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence. Journal of Marketing, 1999, 63, 121-134.	11.3	50
33	Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence. Journal of Marketing, 1999, 63, 121.	11.3	36
34	Success in High-Technology Markets: Is Marketing Capability Critical?. Marketing Science, 1999, 18, 547-568.	4.1	554
35	Menu Costs, Posted Prices, and Multiproduct Retailers. Journal of Money, Credit and Banking, 1999, 31, 683.	1.6	118
36	Price adjustment at multiproduct retailers. Managerial and Decision Economics, 1998, 19, 81-120.	2.5	66

#	ARTICLE	IF	CITATIONS
37	Managing gray markets through tolerance of violations: a transaction cost perspective. <i>Managerial and Decision Economics</i> , 1998, 19, 157-165.	2.5	38
38	Exclusive Dealing and Business Efficiency: Evidence from Industry Practice. <i>Journal of Law and Economics</i> , 1998, 41, 387-408.	1.4	51
39	The Relationship Between a Firm's Level of Technological Innovativeness and Its Pattern of Partnership Agreements. <i>Management Science</i> , 1997, 43, 343-356.	4.1	158
40	Branded Variants: A Retail Perspective. <i>Journal of Marketing Research</i> , 1996, 33, 9-19.	4.8	102
41	Branded Variants: A Retail Perspective. <i>Journal of Marketing Research</i> , 1996, 33, 9.	4.8	110
42	Variations in the contractual terms of cooperative advertising contracts: An empirical investigation. <i>Marketing Letters</i> , 1995, 6, 15-22.	2.9	56
43	The Governance of Exclusive Territories When Dealers can Bootleg. <i>Marketing Science</i> , 1994, 13, 83-99.	4.1	109
44	Agency Relationships in Marketing: A Review of the Implications and Applications of Agency and Related Theories. <i>Journal of Marketing</i> , 1992, 56, 1-24.	11.3	2,465
45	Beyond the Cost of Price Adjustment: Investments in Pricing Capital. <i>SSRN Electronic Journal</i> , 0, , .	0.4	19
46	Operationalizing and Measuring Capabilities: An Application to High-Technology Markets. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
47	Private Label Price Rigidity during Holiday Periods. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2
48	Non-Price Rigidity and Cost of Adjustment. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
49	Licensing Exchange - Insights from the Biopharmaceutical Industry. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
50	Can Branded Drugs Benefit from Generic Entry? Switching to Non-Bioequivalent Molecules and the Role of Physician Response to Detailing and Prices. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0