

Rajiv K Sinha

List of Publications by Year in descending order

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19
papers

1,521
citations

687363

13
h-index

888059

17
g-index

19
all docs

19
docs citations

19
times ranked

1225
citing authors

#	ARTICLE	IF	CITATIONS
1	Market Orientation and Alternative Strategic Orientations: A Longitudinal Assessment of Performance Implications. Journal of Marketing, 2002, 66, 25-39.	11.3	754
2	Brand Communities and New Product Adoption: The Influence and Limits of Oppositional Loyalty. Journal of Marketing, 2008, 72, 65-80.	11.3	189
3	Preventing Digital Music Piracy: The Carrot or the Stick?. Journal of Marketing, 2008, 72, 1-15.	11.3	96
4	Don't Think Twice, It's All Right: Music Piracy and Pricing in a DRM-Free Environment. Journal of Marketing, 2010, 74, 40-54.	11.3	79
5	A Split Hazard Model for Analyzing the Diffusion of Innovations. Journal of Marketing Research, 1992, 29, 116-127.	4.8	72
6	A Split Hazard Model for Analyzing the Diffusion of Innovations. Journal of Marketing Research, 1992, 29, 116.	4.8	57
7	Drivers and outcomes of openâ€standard interorganizational information systems assimilation in highâ€technology supply chains. Journal of Operations Management, 2013, 31, 330-344.	5.2	54
8	The adoption of radical manufacturing technologies and firm survival. Strategic Management Journal, 2008, 29, 943-962.	7.3	45
9	Willingness to Pay in an Open Source Software Environment. Information Systems Research, 2009, 20, 218-236.	3.7	38
10	Natural resource accounting for Indian states â€ Illustrating the case of forest resources. Ecological Economics, 2007, 61, 635-649.	5.7	31
11	Assessing Markups, Service Quality, and Product Attributes in Music CDs' Internet Retailing. Production and Operations Management, 2008, 17, 320-337.	3.8	27
12	Unlimited shelf space in Internet supply chains: Treasure trove or wasteland?. Journal of Operations Management, 2011, 29, 305-317.	5.2	25
13	Smoking Cessation: A Model of Planned vs. Actual Behavior for Time-Inconsistent Consumers. Marketing Science, 2007, 26, 834-850.	4.1	20
14	Product Line Extension in Consumer Software Markets in the Presence of Free Alternatives. Information Systems Research, 2016, 27, 282-301.	3.7	10
15	Strategies for improving self-control among naïve, sophisticated, and time-consistent consumers. Journal of Economic Psychology, 2017, 60, 109-125.	2.2	10
16	THE PERFORMANCE CONSEQUENCES OF SUBFIELD ENTRY. Strategic Management Journal, 1997, 18, 465-481.	7.3	9
17	Order management for profit on the Internet. Business Horizons, 2005, 48, 113-123.	5.2	4
18	Switching Costs, Satisfaction, Loyalty and Willingness to Pay for Office Productivity Software. , 2010, , .		1

#	ARTICLE	IF	CITATIONS
19	Software Piracy in the Presence of Open Source Alternatives. SSRN Electronic Journal, 2014, , .	0.4	0