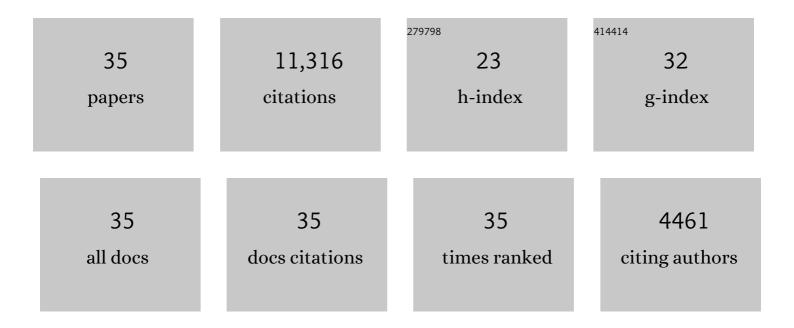
## Nirmalya Kumar

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/1613966/publications.pdf Version: 2024-02-01



Νιρμαινα Κιιμαρ

#	Article	IF	CITATIONS
1	Do Suppliers Benefit from Collaborative Relationships with Large Retailers? An Empirical Investigation of Efficient Consumer Response Adoption. Journal of Marketing, 2005, 69, 80-94.	11.3	1,025
2	The Effects of Perceived Interdependence on Dealer Attitudes. Journal of Marketing Research, 1995, 32, 348-356.	4.8	1,022
3	The Effects of Perceived Interdependence on Dealer Attitudes. Journal of Marketing Research, 1995, 32, 348.	4.8	952
4	The effects of trust and interdependence on relationship commitment: A trans-Atlantic study. International Journal of Research in Marketing, 1996, 13, 303-317.	4.2	908
5	The Effects of Supplier Fairness on Vulnerable Resellers. Journal of Marketing Research, 1995, 32, 54.	4.8	789
6	The Effects of Supplier Fairness on Vulnerable Resellers. Journal of Marketing Research, 1995, 32, 54-65.	4.8	787
7	A Meta-Analysis of Satisfaction in Marketing Channel Relationships. Journal of Marketing Research, 1999, 36, 223-238.	4.8	687
8	Generalizations about trust in marketing channel relationships using meta-analysis. International Journal of Research in Marketing, 1998, 15, 223-248.	4.2	665
9	Make, Buy, or Ally: A Transaction Cost Theory Meta-Analysis. Academy of Management Journal, 2006, 49, 519-543.	6.3	658
10	A Meta-Analysis of Satisfaction in Marketing Channel Relationships. Journal of Marketing Research, 1999, 36, 223.	4.8	657
11	Learning Orientation, Working Smart, and Effective Selling. Journal of Marketing, 1994, 58, 39.	11.3	555
12	Conducting Interorganizational Research Using Key Informants. Academy of Management Journal, 1993, 36, 1633-1651.	6.3	497
13	Examining the Impact of Destructive Acts in Marketing Channel Relationships. Journal of Marketing Research, 2001, 38, 45-61.	4.8	373
14	From market driven to market driving. European Management Journal, 2000, 18, 129-142.	5.1	368
15	Assessing Reseller Performance from the Perspective of the Supplier. Journal of Marketing Research, 1992, 29, 238.	4.8	252
16	Assessing Reseller Performance from the Perspective of the Supplier. Journal of Marketing Research, 1992, 29, 238-253.	4.8	250
17	Interdependence, Punitive Capability, and the Reciprocation of Punitive Actions in Channel Relationships. Journal of Marketing Research, 1998, 35, 225-235.	4.8	221
18	Interdependence, Punitive Capability, and the Reciprocation of Punitive Actions in Channel Relationships. Journal of Marketing Research, 1998, 35, 225.	4.8	171

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#	Article	IF	CITATIONS
19	Kill a brand, keep a customer. Harvard Business Review, 2003, 81, 86-95, 126.	3.1	157
20	The power of power in supplier–retailer relationships. Industrial Marketing Management, 2005, 34, 863-866.	6.7	102
21	The revolution in retailing: from market driven to market driving. Long Range Planning, 1997, 30, 830-835.	4.9	61
22	Strategies to fight low-cost rivals. Harvard Business Review, 2006, 84, 104-12, 163.	3.1	59
23	Reactions to Perceived Inequity in U.S. and Dutch Interorganizational Relationships. Academy of Management Journal, 2003, 46, 303-316.	6.3	50
24	Fashion sense. Business Strategy Review, 2006, 17, 80-84.	0.0	18
25	The Global Retail Challenge. Business Strategy Review, 2005, 16, 5-13.	0.0	8
26	Certified value sellers. Business Strategy Review, 2008, 19, 48-53.	0.0	7
27	INDIA INSIDE. Business Strategy Review, 2011, 22, 61-63.	0.0	7
28	Reactions to Perceived Inequity in U.S. and Dutch Interorganizational Relationships. SSRN Electronic Journal, 2002, , .	0.4	2
29	India unleashed. Business Strategy Review, 2009, 20, 4-15.	0.0	2
30	The Indian mystique. Business Strategy Review, 2009, 20, 42-47.	0.0	2
31	INJECTING INTELLIGENCE. Business Strategy Review, 2012, 23, 48-54.	0.0	2
32	TRENDS TO TRACK. Business Strategy Review, 2010, 21, 69-69.	0.0	1
33	PROFILE: NIRMALYA KUMAR. Business Strategy Review, 2011, 22, 72-75.	0.0	1
34	The revolution in retailing: Introduction to the special issue. Long Range Planning, 1997, 30, 822.	4.9	0
35	WE ARE THE CHAMPIONS. Business Strategy Review, 2013, 24, 52-58.	0.0	0