

Rajan Varadarajan

List of Publications by Year in descending order

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Version: 2024-02-01

33
papers

1,863
citations

430874

18
h-index

434195

31
g-index

34
all docs

34
docs citations

34
times ranked

1499
citing authors

#	ARTICLE	IF	CITATIONS
1	Strategic marketing and marketing strategy: domain, definition, fundamental issues and foundational premises. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 119-140.	11.2	263
2	Asymmetric New Product Development Alliances: Win-Win or Win-Lose Partnerships?. <i>Management Science</i> , 2007, 53, 357-374.	4.1	206
3	Innovating for sustainability: a framework for sustainable innovations and a model of sustainable innovations orientation. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 14-36.	11.2	188
4	Interactivity in the Electronic Marketplace: An Exposition of the Concept and Implications for Research. <i>Journal of the Academy of Marketing Science</i> , 2005, 33, 585-603.	11.2	158
5	Retailing Innovations in a Globalizing Retail Market Environment. <i>Journal of Retailing</i> , 2011, 87, S53-S66.	6.2	155
6	Customer satisfaction and firm performance: insights from over a quarter century of empirical research. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 543-564.	11.2	119
7	Brand Portfolio, Corporate Image, and Reputation: Managing Brand Deletions. <i>Journal of the Academy of Marketing Science</i> , 2006, 34, 195-205.	11.2	85
8	Toward Sustainability: Public Policy, Global Social Innovations for Base-of-the-Pyramid Markets, and Demarketing for a Better World. <i>Journal of International Marketing</i> , 2014, 22, 1-20.	4.4	75
9	First-mover advantage in an Internet-enabled market environment: conceptual framework and propositions. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 293-308.	11.2	74
10	How Task-Facilitative Interactive Tools Foster Buyers'™ Trust in Online Retailers: A Process View of Trust Development in the Electronic Marketplace. <i>Journal of Retailing</i> , 2009, 85, 159-176.	6.2	72
11	Marketing Strategy in an Internet-Enabled Environment: A Retrospective on the First Ten Years of JIM and a Prospective on the Next Ten Years. <i>Journal of Interactive Marketing</i> , 2009, 23, 11-22.	6.2	69
12	Outsourcing: Think more expansively. <i>Journal of Business Research</i> , 2009, 62, 1165-1172.	10.2	59
13	Fortune at the bottom of the innovation pyramid: The strategic logic of incremental innovations. <i>Business Horizons</i> , 2009, 52, 21-29.	5.2	49
14	Doing well by doing good innovations: alleviation of social problems in emerging markets through corporate social innovations. <i>Journal of Business Research</i> , 2018, 86, 225-233.	10.2	46
15	Offshore outsourcing of customer relationship management: conceptual model and propositions. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 347-363.	11.2	42
16	Digital product innovations for the greater good and digital marketing innovations in communications and channels: Evolution, emerging issues, and future research directions. <i>International Journal of Research in Marketing</i> , 2022, 39, 482-501.	4.2	35
17	Strategic marketing, marketing strategy and market strategy. <i>AMS Review</i> , 2015, 5, 78-90.	2.5	32
18	A Commentary on "Transformative Marketing: The Next 20 Years". <i>Journal of Marketing</i> , 2018, 82, 15-18.	11.3	23

#	ARTICLE	IF	CITATIONS
19	Innovation, Innovation Strategy, and Strategic Innovation. Review of Marketing Research, 2018, , 143-166.	0.2	21
20	Theoretical underpinnings of research in strategic marketing: a commentary. Journal of the Academy of Marketing Science, 2019, 47, 30-36.	11.2	13
21	Advances in strategic marketing and the advancement of the marketing discipline: the promise of theory. Journal of Marketing Management, 2018, 34, 71-85.	2.3	11
22	Research on market orientation: Some lessons shared and issues discussed in a doctoral seminar. AMS Review, 2017, 7, 26-35.	2.5	10
23	Should firms invest more in marketing or R&D to maintain sales leadership? An empirical analysis of sales leader firms. Journal of the Academy of Marketing Science, 2021, 49, 1088-1108.	11.2	10
24	Marketing strategy: discerning the relative influence of product and firm characteristics. AMS Review, 2011, 1, 32-43.	2.5	9
25	Market Exchanges, Negative Externalities and Sustainability. Journal of Macromarketing, 2020, 40, 309-318.	2.6	9
26	Toward an Integrated Model of Business Performance. Review of Marketing Research, 2005, , 207-244.	0.2	7
27	Relevance, rigor and impact of scholarly research in marketing, state of the discipline and outlook. AMS Review, 2020, 10, 199-205.	2.5	7
28	Advancing theory in marketing: insights from conversations in other disciplines. AMS Review, 2020, 10, 73-84.	2.5	6
29	Manager's intentions toward entering into strategic marketing alliances: an empirical investigation. Journal of Strategic Marketing, 2012, 20, 571-588.	5.5	4
30	Musings on interesting and impactful theory and research. Journal of the Academy of Marketing Science, 2017, 45, 10-13.	11.2	4
31	Dr. Shelby D. Hunt: A world-renowned marketing scholar, marketing legend, thought leader, mentor and more. Journal of Global Scholars of Marketing Science, 2021, 31, 142-150.	2.0	2
32	Programmatic, programmatically non-programmatic and beyond: reflections on the role of collaboration, serendipity and strategic windows in my research pursuits. Journal of Strategic Marketing, 2010, 18, 89-102.	5.5	0
33	Recollections: Dr. Robert F. Lusch. Journal of Macromarketing, 2020, 40, 319-319.	2.6	0