

Kartik Kalaignanam

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7574151/publications.pdf>

Version: 2024-02-01

16
papers

942
citations

933447

10
h-index

996975

15
g-index

16
all docs

16
docs citations

16
times ranked

758
citing authors

#	ARTICLE	IF	CITATIONS
1	Product and environmental social performance: Varying effect on firm performance. Strategic Management Journal, 2013, 34, 1255-1264.	7.3	208
2	Asymmetric New Product Development Alliances: Win-Win or Win-Lose Partnerships?. Management Science, 2007, 53, 357-374.	4.1	206
3	The Impact of Product Recalls on Future Product Reliability and Future Accidents: Evidence from the Automobile Industry. Journal of Marketing, 2013, 77, 41-57.	11.3	106
4	Marketing Agility: The Concept, Antecedents, and a Research Agenda. Journal of Marketing, 2021, 85, 35-58.	11.3	106
5	Does it Pay to Recall your Product Early? An Empirical Investigation in the Automobile Industry. Journal of Marketing, 2017, 81, 111-129.	11.3	79
6	The Effect of CRM Outsourcing on Shareholder Value: A Contingency Perspective. Management Science, 2013, 59, 748-769.	4.1	66
7	Offshore outsourcing of customer relationship management: conceptual model and propositions. Journal of the Academy of Marketing Science, 2012, 40, 347-363.	11.2	42
8	How Does Web Personalization Create Value for Online Retailers? Lower Cash Flow Volatility or Enhanced Cash Flows. Journal of Retailing, 2018, 94, 265-279.	6.2	38
9	Corporate brand name changes and business restructuring: is the relationship complementary or substitutive?. Journal of the Academy of Marketing Science, 2013, 41, 456-472.	11.2	34
10	Marketing operations efficiency and the Internet: An organizing framework. Journal of Business Research, 2008, 61, 300-308.	10.2	32
11	The Differential Impact of New Product Development "Make/Buy" Choices on Immediate and Future Product Quality: Insights from the Automobile Industry. Journal of Marketing, 2017, 81, 1-23.	11.3	10
12	Regulating Product Recall Compliance in the Digital Age: Evidence from the "Safe Cars Save Lives" Campaign. Journal of Marketing, 2022, 86, 135-152.	11.3	7
13	Consumer Responses to Brand Failures: The Neglected Role of Honor Values. Review of Marketing Research, 2015, , 257-291.	0.2	4
14	The Product Quality Impact of Aligning Buyer-Supplier Network Structure and Product Architecture: an Empirical Investigation in the Automobile Industry. Customer Needs and Solutions, 2017, 4, 1-17.	0.8	3
15	Buyer-Supplier Network Structure and Product Architecture. Proceedings - Academy of Management, 2015, 2015, 13626.	0.1	1
16	'How Does Web Personalization Create Value? Lower Cash Flow Volatility or Enhanced Cash Flows'. SSRN Electronic Journal, 0, , .	0.4	0