

Kartik Kalaignanam

List of Publications by Year in descending order

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