

Rajesh Chandy

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/781540/publications.pdf>

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19
papers

1,536
citations

933447

10
h-index

1058476

14
g-index

19
all docs

19
docs citations

19
times ranked

1346
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumer Cocreation in New Product Development. Journal of Service Research, 2010, 13, 283-296.	12.2	1,020
2	From Invention to Innovation: Conversion Ability in Product Development. Journal of Marketing Research, 2006, 43, 494-508.	4.8	156
3	Employee-Based Brand Equity: Why Firms with Strong Brands Pay Their Executives Less. Journal of Marketing Research, 2014, 51, 676-690.	4.8	92
4	Pathways to Profits: The Impact of Marketing vs. Finance Skills on Business Performance. Management Science, 2018, 64, 5559-5583.	4.1	69
5	Competitive Response to Radical Product Innovations. Journal of Marketing, 2008, 72, 94-110.	11.3	65
6	Marketing's roles in innovation in business-to-business firms: Status, issues, and research agenda. Marketing Letters, 2013, 24, 323-337.	2.9	40
7	Big Data for Good: Insights from Emerging Markets*. Journal of Product Innovation Management, 2017, 34, 703-713.	9.5	38
8	HOW MICRO-ENTREPRENEURS COULD CHANGE THE WORLD. Business Strategy Review, 2011, 22, 52-55.	0.0	16
9	Millions of Opportunities: An Agenda for Research in Emerging Markets. Customer Needs and Solutions, 2015, 2, 251-263.	0.8	16
10	Commentary: Trajectories and Twists: Perspectives on Marketing Agility from Emerging Markets. Journal of Marketing, 2021, 85, 59-63.	11.3	11
11	Management Science Special Issue on Business and Climate Change. Management Science, 2019, 65, 3447-3448.	4.1	9
12	THE M IN FUTURE. Business Strategy Review, 2013, 24, 30-43.	0.0	2
13	MAKING YOUR SOCIAL MEDIA STRATEGY WORK. Business Strategy Review, 2014, 25, 77-77.	0.0	1
14	SURVIVING AND THRIVING. London Business School Review, 2016, 27, 14-15.	0.2	1
15	GLOBAL READING. Business Strategy Review, 2011, 22, 60-61.	0.0	0
16	FROM ZERO TO UBIQUITY. Business Strategy Review, 2013, 24, 14-25.	0.0	0
17	LET THERE BE LIGHT. Business Strategy Review, 2013, 24, 26-27.	0.0	0
18	CROWD AND PROUD. Business Strategy Review, 2013, 24, 28-28.	0.0	0

#	ARTICLE	IF	CITATIONS
19	MOBILISING AGAINST DIABETES. Business Strategy Review, 2013, 24, 29-29.	0.0	0