

Madhubalan Viswanathan

List of Publications by Year in descending order

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Version: 2024-02-01

51
papers

2,129
citations

257450

24
h-index

243625

44
g-index

51
all docs

51
docs citations

51
times ranked

1190
citing authors

#	ARTICLE	IF	CITATIONS
1	Decision Making and Coping of Functionally Illiterate Consumers and Some Implications for Marketing Management. Journal of Marketing, 2005, 69, 15-31.	11.3	247
2	Marketing Interactions in Subsistence Marketplaces: A Bottom-Up Approach to Designing Public Policy. Journal of Public Policy and Marketing, 2012, 31, 159-177.	3.4	163
3	Ingraining Product-Relevant Social Good into Business Processes in Subsistence Marketplaces: The Sustainable Market Orientation. Journal of Macromarketing, 2009, 29, 406-425.	2.6	124
4	Product Development for the <scp>BoP</scp>: Insights on Concept and Prototype Development from University-Based Student Projects in <scp>I</scp>ndia. Journal of Product Innovation Management, 2012, 29, 52-69.	9.5	120
5	Measuring speech quality for text-to-speech systems: development and assessment of a modified mean opinion score (MOS) scale. Computer Speech and Language, 2005, 19, 55-83.	4.3	119
6	Designing Marketplace Literacy Education in Resource-Constrained Contexts: Implications for Public Policy and Marketing. Journal of Public Policy and Marketing, 2009, 28, 85-94.	3.4	110
7	Understanding and Facilitating the Usage of Nutritional Labels by Low-Literate Consumers. Journal of Public Policy and Marketing, 2009, 28, 135-145.	3.4	78
8	Maximum versus meaningful discrimination in scale response:. Journal of Business Research, 2004, 57, 108-124.	10.2	67
9	Consumption Constraints and Entrepreneurial Intentions in Subsistence Marketplaces. Journal of Public Policy and Marketing, 2015, 34, 235-251.	3.4	63
10	Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship beyond Literacy and Resource Barriers. Advances in International Management, 0, , 1-17.	0.3	62
11	The Role of Summary Information in Facilitating Consumersâ€™ Comprehension of Nutrition Information. Journal of Public Policy and Marketing, 2002, 21, 305-318.	3.4	60
12	The subsistence marketplaces approach to poverty. Marketing Theory, 2017, 17, 341-356.	3.1	59
13	Understanding How Product Attributes Influence Product Categorization: Development and Validation of Fuzzy Set-Based Measures of Gradedness in Product Categories. Journal of Marketing Research, 1999, 36, 75.	4.8	58
14	Transformative Subsistence Entrepreneurship. Journal of Macromarketing, 2014, 34, 486-504.	2.6	55
15	Measurement of individual differences in preference for numerical information.. Journal of Applied Psychology, 1993, 78, 741-752.	5.3	50
16	Understanding and enabling marketplace literacy in subsistence contexts: The development of a consumer and entrepreneurial literacy educational program in South India. International Journal of Educational Development, 2008, 28, 300-319.	2.7	49
17	The Measurement of Intergenerational Communication and Influence on Consumption: Development, Validation, and Cross-Cultural Comparison of the IGEN Scale. Journal of the Academy of Marketing Science, 2000, 28, 406-424.	11.2	47
18	Processing of Numerical and Verbal Product Information. Journal of Consumer Psychology, 1996, 5, 359-385.	4.5	44

#	ARTICLE	IF	CITATIONS
19	Understanding the influence of literacy on consumer memory: The role of pictorial elements. <i>Journal of Consumer Psychology</i> , 2009, 19, 389-402.	4.5	44
20	Commentary on "Common Method Bias in Marketing: Causes, Mechanisms, and Procedural Remedies". <i>Journal of Retailing</i> , 2012, 88, 556-562.	6.2	41
21	Literacy, Negotiable Fate, and Thinking Style Among Low Income Women in India. <i>Journal of Cross-Cultural Psychology</i> , 2009, 40, 880-893.	1.6	40
22	The Influence of Summary Information on the Usage of Nutrition Information. <i>Journal of Public Policy and Marketing</i> , 1994, 13, 48-60.	3.4	34
23	Curricular Innovations on Sustainability and Subsistence Marketplaces. <i>Journal of Management Education</i> , 2012, 36, 389-427.	1.1	34
24	Marketplace Literacy as a Pathway to a Better World: Evidence from Field Experiments in Low-Access Subsistence Marketplaces. <i>Journal of Marketing</i> , 2021, 85, 113-129.	11.3	31
25	Implementation of Social Innovations in Subsistence Marketplaces: A Facilitated Institutional Change Process Model. <i>Journal of Product Innovation Management</i> , 2019, 36, 800-823.	9.5	30
26	Developing Customer Solutions for Subsistence Marketplaces in Emerging Economies: a Bottom-Up 3C (Customer, Community, and Context) Approach. <i>Customer Needs and Solutions</i> , 2015, 2, 325-336.	0.8	27
27	Effects of pictorial product-warnings on low-literate consumers. <i>Journal of Business Research</i> , 2012, 65, 1674-1682.	10.2	26
28	Sustainable Product and Market Development for Subsistence Marketplaces: Creating Educational Initiatives in Radically Different Contexts*. <i>Journal of Product Innovation Management</i> , 2011, 28, 558-569.	9.5	25
29	From impactful research to sustainable innovations for subsistence marketplaces. <i>Journal of Business Research</i> , 2012, 65, 1655-1657.	10.2	24
30	Subsistence Marketplaces: Looking Back, Looking Forward. <i>Journal of Public Policy and Marketing</i> , 2015, 34, 228-234.	3.4	24
31	Does a single response category in a scale completely capture a response?. <i>Psychology and Marketing</i> , 1996, 13, 457-479.	8.2	23
32	Consumers and technology in a changing world: the perspective from subsistence marketplaces. <i>European Journal of Marketing</i> , 2019, 53, 1254-1274.	2.9	23
33	Representation of Numerical and Verbal Product Information in Consumer Memory. <i>Journal of Business Research</i> , 2000, 47, 109-120.	10.2	21
34	Studying low-literate consumers through experimental methods: Implications for subsistence marketplaces. <i>Journal of Business Research</i> , 2012, 65, 1683-1691.	10.2	18
35	Unequal but essential: How subsistence consumer-entrepreneurs negotiate unprecedented shock with extraordinary resilience during COVID-19. <i>Journal of Consumer Affairs</i> , 2021, 55, 151-178.	2.3	13
36	Marketplace literacy education and coping behaviors among subsistence consumer-entrepreneurs during demonetization in India. <i>Journal of Consumer Affairs</i> , 2021, 55, 179-202.	2.3	12

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37	An Enquiry into the Process of Categorization of Pictures and Words. Perceptual and Motor Skills, 2003, 96, 267-287.	1.3	11
38	Negotiated Agency in the Face of Consumption Constraints: A Study of Women Entrepreneurs in Subsistence Contexts. Journal of Public Policy and Marketing, 2021, 40, 336-353.	3.4	9
39	A Demonstration of Symbiotic Academic-Social Enterprise in Subsistence Marketplaces: Researching and Designing Customized Sustainability Literacy Education in Tanzania. Journal of Public Policy and Marketing, 2021, 40, 245-261.	3.4	7
40	On the Test-Retest Reliability of the Preference for Numerical Information Scale. Psychological Reports, 1994, 75, 285-286.	1.7	6
41	Extreme exclusion and relative deprivation in subsistence marketplaces: A study in a refugee settlement in Nakivale, Uganda. Journal of Consumer Affairs, 2021, 55, 87-117.	2.3	6
42	Processing numerical versus verbal attribute information: A study using information acquisition patterns. Marketing Letters, 1992, 3, 201-208.	2.9	5
43	Understanding consumer usage of product magnitudes through sorting tasks. Psychology and Marketing, 1999, 16, 643-657.	8.2	5
44	Cognitive and Affective Scarcities and Relational Abundance: Lessons from the Confluence of Extreme and Chronic Scarcities in Subsistence Marketplaces. Journal of the Association for Consumer Research, 2020, 5, 444-457.	1.7	5
45	Comparative Judgments of Numerical and Verbal Attribute Labels. Journal of Consumer Psychology, 1994, 3, 79-101.	4.5	4
46	Introduction to the special section on subsistence marketplaces. Journal of Consumer Affairs, 2021, 55, 3-7.	2.3	2
47	Launching an Online Business Program at Scale: A Retrospective Case Study of Disruptive Innovation Before the Pandemic. Journal of Management Education, 2022, 46, 751-777.	1.1	2
48	How Global Marketing Can Be More Global and More Marketing: A Bottom-Up Perspective from Subsistence Marketplaces. Journal of Global Marketing, 2021, 34, 282-291.	3.4	1
49	A 1% TBSA Chart Reduces Math Errors While Retaining Acceptable First-Estimate Accuracy. Journal of Burn Care and Research, 2022, 43, 665-678.	0.4	1
50	Aesthetic Marketplaces in Informal Economies: An Artifactual Experience. Proceedings - Academy of Management, 2012, 2012, 15266.	0.1	0
51	The Impact of Social Support on Entrepreneurship in Subsistence Marketplaces. Proceedings - Academy of Management, 2013, 2013, 17325.	0.1	0