

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	A 1% TBSA Chart Reduces Math Errors While Retaining Acceptable First-Estimate Accuracy. <i>Journal of Burn Care and Research</i> , 2022, 43, 665-678.	0.4	1
2	Launching an Online Business Program at Scale: A Retrospective Case Study of Disruptive Innovation Before the Pandemic. <i>Journal of Management Education</i> , 2022, 46, 751-777.	1.1	2
3	Marketplace literacy education and coping behaviors among <scp>subsistence consumer“entrepreneurs</scp> during demonetization in India. <i>Journal of Consumer Affairs</i> , 2021, 55, 179-202.	2.3	12
4	Introduction to the special section on subsistence marketplaces. <i>Journal of Consumer Affairs</i> , 2021, 55, 3-7.	2.3	2
5	Extreme exclusion and relative deprivation in subsistence marketplaces: A study in a refugee settlement in Nakivale, Uganda. <i>Journal of Consumer Affairs</i> , 2021, 55, 87-117.	2.3	6
6	Negotiated Agency in the Face of Consumption Constraints: A Study of Women Entrepreneurs in Subsistence Contexts. <i>Journal of Public Policy and Marketing</i> , 2021, 40, 336-353.	3.4	9
7	A Demonstration of Symbiotic Academic-Social Enterprise in Subsistence Marketplaces: Researching and Designing Customized Sustainability Literacy Education in Tanzania. <i>Journal of Public Policy and Marketing</i> , 2021, 40, 245-261.	3.4	7
8	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
9	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
10	How Global Marketing Can Be More Global and More Marketing: A Bottom-Up Perspective from Subsistence Marketplaces. <i>Journal of Global Marketing</i> , 2021, 34, 282-291.	3.4	1
11	Cognitive and Affective Scarcities and Relational Abundance: Lessons from the Confluence of Extreme and Chronic Scarcities in Subsistence Marketplaces. <i>Journal of the Association for Consumer Research</i> , 2020, 5, 444-457.	1.7	5
12	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
13	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
14	The subsistence marketplaces approach to poverty. <i>Marketing Theory</i> , 2017, 17, 341-356.	3.1	59
15	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
16	Consumption Constraints and Entrepreneurial Intentions in Subsistence Marketplaces. <i>Journal of Public Policy and Marketing</i> , 2015, 34, 235-251.	3.4	63
17	Subsistence Marketplaces: Looking Back, Looking Forward. <i>Journal of Public Policy and Marketing</i> , 2015, 34, 228-234.	3.4	24
18	Transformative Subsistence Entrepreneurship. <i>Journal of Macromarketing</i> , 2014, 34, 486-504.	2.6	55

#	ARTICLE	IF	CITATIONS
19	The Impact of Social Support on Entrepreneurship in Subsistence Marketplaces. Proceedings - Academy of Management, 2013, 2013, 17325.	0.1	0
20	Curricular Innovations on Sustainability and Subsistence Marketplaces. Journal of Management Education, 2012, 36, 389-427.	1.1	34
21	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
22	From impactful research to sustainable innovations for subsistence marketplaces. Journal of Business Research, 2012, 65, 1655-1657.	10.2	24
23	Effects of pictorial product-warnings on low-literate consumers. Journal of Business Research, 2012, 65, 1674-1682.	10.2	26
24	Studying low-literate consumers through experimental methods: Implications for subsistence marketplaces. Journal of Business Research, 2012, 65, 1683-1691.	10.2	18
25	Commentary on "Common Method Bias in Marketing: Causes, Mechanisms, and Procedural Remedies". Journal of Retailing, 2012, 88, 556-562.	6.2	41
26	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
27	Aesthetic Marketplaces in Informal Economies: An Artifactual Experience. Proceedings - Academy of Management, 2012, 2012, 15266.	0.1	0
28	Sustainable Product and Market Development for Subsistence Marketplaces: Creating Educational Initiatives in Radically Different Contexts*. Journal of Product Innovation Management, 2011, 28, 558-569.	9.5	25
29	Literacy, Negotiable Fate, and Thinking Style Among Low Income Women in India. Journal of Cross-Cultural Psychology, 2009, 40, 880-893.	1.6	40
30	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
31	Understanding the influence of literacy on consumer memory: The role of pictorial elements. Journal of Consumer Psychology, 2009, 19, 389-402.	4.5	44
32	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
33	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
34	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
35	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
36	Decision Making and Coping of Functionally Illiterate Consumers and Some Implications for Marketing Management. Journal of Marketing, 2005, 69, 15-31.	11.3	247

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37	Maximum versus meaningful discrimination in scale response. Journal of Business Research, 2004, 57, 108-124.	10.2	67
38	An Enquiry into the Process of Categorization of Pictures and Words. Perceptual and Motor Skills, 2003, 96, 267-287.	1.3	11
39	The Role of Summary Information in Facilitating Consumers'™ Comprehension of Nutrition Information. Journal of Public Policy and Marketing, 2002, 21, 305-318.	3.4	60
40	Representation of Numerical and Verbal Product Information in Consumer Memory. Journal of Business Research, 2000, 47, 109-120.	10.2	21
41	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
42	Understanding consumer usage of product magnitudes through sorting tasks. Psychology and Marketing, 1999, 16, 643-657.	8.2	5
43	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
44	Processing of Numerical and Verbal Product Information. Journal of Consumer Psychology, 1996, 5, 359-385.	4.5	44
45	Does a single response category in a scale completely capture a response?. Psychology and Marketing, 1996, 13, 457-479.	8.2	23
46	The Influence of Summary Information on the Usage of Nutrition Information. Journal of Public Policy and Marketing, 1994, 13, 48-60.	3.4	34
47	On the Test-Retest Reliability of the Preference for Numerical Information Scale. Psychological Reports, 1994, 75, 285-286.	1.7	6
48	Comparative Judgments of Numerical and Verbal Attribute Labels. Journal of Consumer Psychology, 1994, 3, 79-101.	4.5	4
49	Measurement of individual differences in preference for numerical information.. Journal of Applied Psychology, 1993, 78, 741-752.	5.3	50
50	Processing numerical versus verbal attribute information: A study using information acquisition patterns. Marketing Letters, 1992, 3, 201-208.	2.9	5
51	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