

Raji Srinivasan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8382254/publications.pdf>

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37
papers

4,908
citations

236925

25
h-index

345221

36
g-index

37
all docs

37
docs citations

37
times ranked

3636
citing authors

#	ARTICLE	IF	CITATIONS
1	The Emergence of Dominant Designs. Journal of Marketing, 2006, 70, 1-17.	11.3	1,395
2	Technological Opportunism and Radical Technology Adoption: An Application to E-Business. Journal of Marketing, 2002, 66, 47-60.	11.3	458
3	Advertising, Research and Development, and Systematic Risk of the Firm. Journal of Marketing, 2007, 71, 35-48.	11.3	304
4	Social Influence Effects in Online Product Ratings. Journal of Marketing, 2012, 76, 70-88.	11.3	273
5	When Do Transparent Packages Increase (or Decrease) Food Consumption?. Journal of Marketing, 2013, 77, 104-117.	11.3	259
6	Strategic Firm Commitments and Rewards for Customer Relationship Management in Online Retailing. Journal of Marketing, 2005, 69, 193-200.	11.3	239
7	Advertising, Research and Development, and Systematic Risk of the Firm. Journal of Marketing, 2007, 71, 35-48.	11.3	216
8	First in, First out? The Effects of Network Externalities on Pioneer Survival. Journal of Marketing, 2004, 68, 41-58.	11.3	203
9	Should Firms Spend More on Research and Development and Advertising during Recessions?. Journal of Marketing, 2011, 75, 49-65.	11.3	196
10	Turning adversity into advantage: Does proactive marketing during a recession pay off?. International Journal of Research in Marketing, 2005, 22, 109-125.	4.2	184
11	Interactive Technologies and Retailing Strategy: A Review, Conceptual Framework and Future Research Directions. Journal of Interactive Marketing, 2010, 24, 96-110.	6.2	129
12	Dual Distribution and Intangible Firm Value: Franchising in Restaurant Chains. Journal of Marketing, 2006, 70, 120-135.	11.3	124
13	Vicarious Learning in New Product Introductions in the Early Years of a Converging Market. Management Science, 2007, 53, 16-28.	4.1	117
14	Advertising Effectiveness: The Moderating Effect of Firm Strategy. Journal of Marketing Research, 2016, 53, 207-224.	4.8	98
15	The Emergence of Dominant Designs. Journal of Marketing, 2006, 70, 1-17.	11.3	81
16	Dynamic relationships among R&D, advertising, inventory and firm performance. Journal of the Academy of Marketing Science, 2014, 42, 277-290.	11.2	76
17	The Dot.com Retail Failures of 2000: Were There Any Winners?. Journal of the Academy of Marketing Science, 2002, 30, 474-486.	11.2	74
18	Sources, characteristics and effects of emerging technologies: Research opportunities in innovation. Industrial Marketing Management, 2008, 37, 633-640.	6.7	73

#	ARTICLE	IF	CITATIONS
19	Pandemics and marketing: insights, impacts, and research opportunities. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 835-854.	11.2	69
20	When Algorithms Fail: Consumers's Responses to Brand Harm Crises Caused by Algorithm Errors. <i>Journal of Marketing</i> , 2021, 85, 74-91.	11.3	55
21	Survival of high tech firms: The effects of diversity of product-market portfolios, patents, and trademarks. <i>International Journal of Research in Marketing</i> , 2008, 25, 119-128.	4.2	47
22	Marketing Spending Strategy in Recessions. <i>Australasian Marketing Journal</i> , 2010, 18, 181-182.	5.4	40
23	Effects of opening and closing stores on chain retailer performance. <i>Journal of Retailing</i> , 2013, 89, 126-139.	6.2	36
24	Effects of offline ad content on online brand search: insights from super bowl advertising. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 403-430.	11.2	35
25	Developing Customer Service Innovations for Service Employees: The Effects of NSD Characteristics on Internal Innovation Magnitude. <i>Journal of Service Research</i> , 2011, 14, 164-179.	12.2	32
26	Calculating, creating, and claiming value in business markets: Status and research agenda. <i>Marketing Letters</i> , 2010, 21, 287-299.	2.9	26
27	Cross-Buying After Product Failure Recovery? Depends on How You Feel About It. <i>Journal of Marketing Theory and Practice</i> , 2016, 24, 1-22.	4.3	12
28	Service Satisfaction-Market Share Relationships in Partnered Hybrid Offerings. <i>Journal of Marketing</i> , 2017, 81, 86-103.	11.3	10
29	Innovativeness as an Unintended Outcome of Franchising: Insights from Restaurant Chains. <i>Decision Sciences</i> , 2017, 48, 1164-1197.	4.5	10
30	Effects of Liberalization on Incumbent Firms' Marketing-Mix Responses and Performance: Evidence from a Quasi-Experiment. <i>Journal of Marketing</i> , 2019, 83, 97-114.	11.3	10
31	Designing Social Interventions to Improve Newcomer Adjustment: Insights from the Indian Sex Worker Community. <i>Journal of Public Policy and Marketing</i> , 2013, 32, 271-285.	3.4	9
32	Corporate lobbying and product recalls: an investigation in the U.S. medical device industry. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 941-960.	11.2	5
33	The cloud and its silver lining: negative and positive spillovers from automotive recalls. <i>Marketing Letters</i> , 2021, 32, 397-409.	2.9	4
34	Uncertainty, prospectus content, and the pricing of initial public offerings. <i>Journal of Empirical Finance</i> , 2021, 64, 160-182.	1.8	4
35	There's Something in a Name: Value Relevance of Congruent Ticker Symbols. <i>Customer Needs and Solutions</i> , 2014, 1, 241-252.	0.8	2
36	Will haste make waste: A counterpoint to the benefits of accelerating innovations. <i>Journal of Product Innovation Management</i> , 2021, 38, 242-244.	9.5	2

#	ARTICLE	IF	CITATIONS
37	The effects of salience of the sound of food on consumption. <i>Appetite</i> , 2019, 138, 260-268.	3.7	1