

Raji Srinivasan

List of Publications by Year in descending order

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Version: 2024-02-01

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	Corporate lobbying and product recalls: an investigation in the U.S. medical device industry. Journal of the Academy of Marketing Science, 2022, 50, 941-960.	11.2	5
2	Will haste make waste: A counterpoint to the benefits of accelerating innovations. Journal of Product Innovation Management, 2021, 38, 242-244.	9.5	2
3	The cloud and its silver lining: negative and positive spillovers from automotive recalls. Marketing Letters, 2021, 32, 397-409.	2.9	4
4	Pandemics and marketing: insights, impacts, and research opportunities. Journal of the Academy of Marketing Science, 2021, 49, 835-854.	11.2	69
5	When Algorithms Fail: Consumers'™ Responses to Brand Harm Crises Caused by Algorithm Errors. Journal of Marketing, 2021, 85, 74-91.	11.3	55
6	Uncertainty, prospectus content, and the pricing of initial public offerings. Journal of Empirical Finance, 2021, 64, 160-182.	1.8	4
7	Effects of Liberalization on Incumbent Firms'™ Marketing-Mix Responses and Performance: Evidence from a Quasi-Experiment. Journal of Marketing, 2019, 83, 97-114.	11.3	10
8	The effects of salience of the sound of food on consumption. Appetite, 2019, 138, 260-268.	3.7	1
9	Effects of offline ad content on online brand search: insights from super bowl advertising. Journal of the Academy of Marketing Science, 2018, 46, 403-430.	11.2	35
10	Service Satisfaction'™Market Share Relationships in Partnered Hybrid Offerings. Journal of Marketing, 2017, 81, 86-103.	11.3	10
11	Innovativeness as an Unintended Outcome of Franchising: Insights from Restaurant Chains. Decision Sciences, 2017, 48, 1164-1197.	4.5	10
12	Cross-Buying After Product Failure Recovery? Depends on How You Feel About It. Journal of Marketing Theory and Practice, 2016, 24, 1-22.	4.3	12
13	Advertising Effectiveness: The Moderating Effect of Firm Strategy. Journal of Marketing Research, 2016, 53, 207-224.	4.8	98
14	Dynamic relationships among R&D, advertising, inventory and firm performance. Journal of the Academy of Marketing Science, 2014, 42, 277-290.	11.2	76
15	There'™s Something in a Name: Value Relevance of Congruent Ticker Symbols. Customer Needs and Solutions, 2014, 1, 241-252.	0.8	2
16	Effects of opening and closing stores on chain retailer performance. Journal of Retailing, 2013, 89, 126-139.	6.2	36
17	When Do Transparent Packages Increase (or Decrease) Food Consumption?. Journal of Marketing, 2013, 77, 104-117.	11.3	259
18	Designing Social Interventions to Improve Newcomer Adjustment: Insights from the Indian Sex Worker Community. Journal of Public Policy and Marketing, 2013, 32, 271-285.	3.4	9

#	ARTICLE	IF	CITATIONS
19	Social Influence Effects in Online Product Ratings. <i>Journal of Marketing</i> , 2012, 76, 70-88.	11.3	273
20	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
21	Should Firms Spend More on Research and Development and Advertising during Recessions?. <i>Journal of Marketing</i> , 2011, 75, 49-65.	11.3	196
22	Calculating, creating, and claiming value in business markets: Status and research agenda. <i>Marketing Letters</i> , 2010, 21, 287-299.	2.9	26
23	Interactive Technologies and Retailing Strategy: A Review, Conceptual Framework and Future Research Directions. <i>Journal of Interactive Marketing</i> , 2010, 24, 96-110.	6.2	129
24	Marketing Spending Strategy in Recessions. <i>Australasian Marketing Journal</i> , 2010, 18, 181-182.	5.4	40
25	Sources, characteristics and effects of emerging technologies: Research opportunities in innovation. <i>Industrial Marketing Management</i> , 2008, 37, 633-640.	6.7	73
26	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
27	Advertising, Research and Development, and Systematic Risk of the Firm. <i>Journal of Marketing</i> , 2007, 71, 35-48.	11.3	216
28	Vicarious Learning in New Product Introductions in the Early Years of a Converging Market. <i>Management Science</i> , 2007, 53, 16-28.	4.1	117
29	Advertising, Research and Development, and Systematic Risk of the Firm. <i>Journal of Marketing</i> , 2007, 71, 35-48.	11.3	304
30	The Emergence of Dominant Designs. <i>Journal of Marketing</i> , 2006, 70, 1-17.	11.3	1,395
31	The Emergence of Dominant Designs. <i>Journal of Marketing</i> , 2006, 70, 1-17.	11.3	81
32	Dual Distribution and Intangible Firm Value: Franchising in Restaurant Chains. <i>Journal of Marketing</i> , 2006, 70, 120-135.	11.3	124
33	Strategic Firm Commitments and Rewards for Customer Relationship Management in Online Retailing. <i>Journal of Marketing</i> , 2005, 69, 193-200.	11.3	239
34	Turning adversity into advantage: Does proactive marketing during a recession pay off?. <i>International Journal of Research in Marketing</i> , 2005, 22, 109-125.	4.2	184
35	First in, First out? The Effects of Network Externalities on Pioneer Survival. <i>Journal of Marketing</i> , 2004, 68, 41-58.	11.3	203
36	Technological Opportunism and Radical Technology Adoption: An Application to E-Business. <i>Journal of Marketing</i> , 2002, 66, 47-60.	11.3	458

#	ARTICLE	IF	CITATIONS
37	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