

# Rajdeep Grewal

## List of Publications by Year in descending order

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79  
papers

7,872  
citations

76326

40  
h-index

66911

78  
g-index

79  
all docs

79  
docs citations

79  
times ranked

5410  
citing authors

#	ARTICLE	IF	CITATIONS
1	Multicollinearity and Measurement Error in Structural Equation Models: Implications for Theory Testing. <i>Marketing Science</i> , 2004, 23, 519-529.	4.1	869
2	Building Organizational Capabilities for Managing Economic Crisis: The Role of Market Orientation and Strategic Flexibility. <i>Journal of Marketing</i> , 2001, 65, 67-80.	11.3	780
3	The Role of the Institutional Environment in Marketing Channels. <i>Journal of Marketing</i> , 2002, 66, 82-97.	11.3	394
4	Location, Location, Location: How Network Embeddedness Affects Project Success in Open Source Systems. <i>Management Science</i> , 2006, 52, 1043-1056.	4.1	374
5	Washing Away Your Sins? Corporate Social Responsibility, Corporate Social Irresponsibility, and Firm Performance. <i>Journal of Marketing</i> , 2016, 80, 59-79.	11.3	361
6	Information Technology Competencies, Organizational Agility, and Firm Performance: Enabling and Facilitating Roles. <i>Information Systems Research</i> , 2013, 24, 976-997.	3.7	323
7	The Role of Relational Knowledge Stores in Interfirm Partnering. <i>Journal of Marketing</i> , 2004, 68, 21-36.	11.3	301
8	An Investigation into the Antecedents of Organizational Participation in Business-to-Business Electronic Markets. <i>Journal of Marketing</i> , 2001, 65, 17-33.	11.3	297
9	The Chief Marketing Officer Matters!. <i>Journal of Marketing</i> , 2015, 79, 1-22.	11.3	284
10	Incentive-Aligned Conjoint Analysis. <i>Journal of Marketing Research</i> , 2005, 42, 67-82.	4.8	260
11	Strategic Responses to New Technologies and Their Impact on Firm Performance. <i>Journal of Marketing</i> , 2004, 68, 157-171.	11.3	248
12	Satisfaction Strength and Customer Loyalty. <i>Journal of Marketing Research</i> , 2007, 44, 153-163.	4.8	232
13	The role of the social-identity function of attitudes in consumer innovativeness and opinion leadership. <i>Journal of Economic Psychology</i> , 2000, 21, 233-252.	2.2	167
14	The Timing of Repeat Purchases of Consumer Durable Goods: The Role of Functional Bases of Consumer Attitudes. <i>Journal of Marketing Research</i> , 2004, 41, 101-115.	4.8	160
15	Effects of Customer and Innovation Asset Configuration Strategies on Firm Performance. <i>Journal of Marketing Research</i> , 2011, 48, 587-602.	4.8	150
16	Customer Satisfaction Heterogeneity and Shareholder Value. <i>Journal of Marketing Research</i> , 2010, 47, 612-626.	4.8	132
17	Early-Entrant Advantage, Word-of-Mouth Communication, Brand Similarity, and the Consumer Decision-Making Process. <i>Journal of Consumer Psychology</i> , 2003, 13, 187-197.	4.5	130
18	Embeddedness of Organizational Capabilities*. <i>Decision Sciences</i> , 2007, 38, 451-488.	4.5	122

#	ARTICLE	IF	CITATIONS
19	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
20	Business-to-Business Buying: Challenges and Opportunities. <i>Customer Needs and Solutions</i> , 2015, 2, 193-208.	0.8	95
21	The Stock Market in the Driver's Seat! Implications for R&D and Marketing. <i>Management Science</i> , 2011, 57, 1594-1609.	4.1	94
22	Who competes with whom? A demand-based perspective for identifying and representing asymmetric competition. <i>Strategic Management Journal</i> , 2006, 27, 101-129.	7.3	90
23	Do Larger Audiences Generate Greater Revenues Under Pay What You Want? Evidence from a Live Streaming Platform. <i>Marketing Science</i> , 2021, 40, 964-984.	4.1	80
24	Hybrid strategic groups. <i>Strategic Management Journal</i> , 2008, 29, 293-317.	7.3	78
25	The Sales Lead Black Hole: On Sales Reps' Follow-Up of Marketing Leads. <i>Journal of Marketing</i> , 2013, 77, 52-67.	11.3	78
26	The University Rankings Game. <i>American Statistician</i> , 2008, 62, 232-237.	1.6	59
27	Individual Differences in Brand Schematicity. <i>Journal of Marketing Research</i> , 2012, 49, 115-130.	4.8	59
28	Stock Market Reactions to Customer and Competitor Orientations: The Case of Initial Public Offerings. <i>Marketing Science</i> , 2013, 32, 70-88.	4.1	59
29	Please, let's get an answer?any answer: Need for consumer cognitive closure. <i>Psychology and Marketing</i> , 2000, 17, 911-934.	8.2	58
30	User-Generated Open Source Products: Founder's Social Capital and Time to Product Release. <i>Marketing Science</i> , 2012, 31, 474-492.	4.1	58
31	Product recalls and the moderating role of brand commitment. <i>Marketing Letters</i> , 2014, 25, 179-191.	2.9	57
32	Marketing Channels in Foreign Markets: Control Mechanisms and the Moderating Role of Multinational Corporation Headquarters' Subsidiary Relationship. <i>Journal of Marketing Research</i> , 2013, 50, 378-398.	4.8	56
33	Functional forms of the satisfaction-loyalty relationship. <i>International Journal of Research in Marketing</i> , 2011, 28, 38-50.	4.2	52
34	Environments, unobserved heterogeneity, and the effect of market orientation on outcomes for high-tech firms. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 206-233.	11.2	51
35	Organizational Debut on the Public Stage: Marketing Myopia and Initial Public Offerings. <i>Marketing Science</i> , 2016, 35, 656-675.	4.1	49
36	Governance Mechanisms in Business-to-Business Electronic Markets. <i>Journal of Marketing</i> , 2010, 74, 45-62.	11.3	46

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37	Customer Satisfaction and Its Impact on the Future Costs of Selling. <i>Journal of Marketing</i> , 2020, 84, 23-44.	11.3	46
38	Putting market-facing technology to work: Organizational drivers of CRM performance. <i>Marketing Letters</i> , 2010, 21, 365-383.	2.9	45
39	The Internet as a Micro Marketing Tool: Targeting Consumers through Preferences Revealed in Music Newsgroup Usage. <i>Journal of Business Research</i> , 1998, 41, 179-186.	10.2	44
40	A Clusterwise Bilinear Multidimensional Scaling Methodology for Simultaneous Segmentation and Positioning Analyses. <i>Journal of Marketing Research</i> , 2008, 45, 280-292.	4.8	44
41	Mobility of Top Marketing and Sales Executives in Business-to-Business Markets: A Social Network Perspective. <i>Journal of Marketing Research</i> , 2017, 54, 650-670.	4.8	44
42	Within-Seller and Buyer-Seller Network Structures and Key Account Profitability. <i>Journal of Marketing</i> , 2019, 83, 108-132.	11.3	43
43	Crises in business markets: implications for interfirm linkages. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 398-416.	11.2	42
44	Understanding the antecedents of collateral learning in new product alliances. <i>International Journal of Research in Marketing</i> , 2008, 25, 192-200.	4.2	42
45	Analyst Earning Forecasts and Advertising and R&D Budgets: Role of Agency Theoretic Monitoring and Bonding Costs. <i>Journal of Marketing Research</i> , 2016, 53, 580-596.	4.8	41
46	Does Trust Determine Satisfaction in Marketing Channel Relationships? The Moderating Role of Exchange Partner's Price Competitiveness. <i>Journal of Business-to-Business Marketing</i> , 1999, 6, 1-18.	1.5	39
47	Market Motives, Distinctive Capabilities, and Domestic Inertia: A Hybrid Model of Innovation Generation. <i>Journal of Marketing Research</i> , 1999, 36, 95.	4.8	38
48	Counting chickens before the eggs hatch: Associating new product development portfolios with shareholder expectations in the pharmaceutical sector. <i>International Journal of Research in Marketing</i> , 2008, 25, 261-272.	4.2	38
49	Dynamic strategic groups: deriving spatial evolutionary paths. <i>Strategic Management Journal</i> , 2009, 30, 1420-1439.	7.3	37
50	A managerial capital perspective on chief marketing officer succession. <i>International Journal of Research in Marketing</i> , 2015, 32, 164-178.	4.2	37
51	Supplier-Selected Referrals. <i>Journal of Marketing</i> , 2014, 78, 34-51.	11.3	35
52	Navigating Local Environments with Global Strategies: A Contingency Model of Multinational Subsidiary Performance. <i>Marketing Science</i> , 2008, 27, 886-902.	4.1	33
53	Strategic Manipulation of University Rankings, the Prestige Effect, and Student University Choice. <i>Journal of Marketing Research</i> , 2019, 56, 691-707.	4.8	31
54	Purchasing Managers' Perceived Bias in Supplier-Selected Referrals. <i>Journal of Supply Chain Management</i> , 2013, 49, 81-95.	10.2	27

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55	Calculating, creating, and claiming value in business markets: Status and research agenda. <i>Marketing Letters</i> , 2010, 21, 287-299.	2.9	26
56	Japanese career progress: an empirical examination. <i>Journal of International Business Studies</i> , 2006, 37, 148-161.	7.3	24
57	MNC subsidiary channel relationships as extended links: Implications of global strategies. <i>Journal of International Business Studies</i> , 2013, 44, 787-812.	7.3	23
58	Brand Name Types and Consumer Demand: Evidence from China's Automobile Market. <i>Journal of Marketing Research</i> , 2019, 56, 158-175.	4.8	23
59	Organizational Herding in Advertising Spending Disclosures: Evidence and Mechanisms. <i>Journal of Marketing Research</i> , 2021, 58, 515-538.	4.8	22
60	Marketing Insights from Multimedia Data: Text, Image, Audio, and Video. <i>Journal of Marketing Research</i> , 2021, 58, 1025-1033.	4.8	22
61	International direct marketing on the internet: Do internet users form a global segment?. <i>Journal of Direct Marketing</i> , 1996, 10, 45-58.	0.2	19
62	Modeling strategic group dynamics: A hidden Markov approach. <i>Quantitative Marketing and Economics</i> , 2010, 8, 241-274.	1.5	18
63	Consumer Boycotts, Country of Origin, and Product Competition: Evidence from China's Automobile Market. <i>Management Science</i> , 2021, 67, 5857-5877.	4.1	18
64	An alternative efficient representation of demand-based competitive asymmetry. <i>Strategic Management Journal</i> , 2007, 28, 755-766.	7.3	17
65	The role of idiosyncratic attribute evaluation in mass customization. <i>Journal of Consumer Psychology</i> , 2010, 20, 369-380.	4.5	14
66	Attribute-Level Heterogeneity. <i>Management Science</i> , 2015, 61, 885-897.	4.1	14
67	The <i>Journal of Marketing Research</i> Today: Spanning the Domains of Marketing Scholarship. <i>Journal of Marketing Research</i> , 2020, 57, 985-998.	4.8	13
68	Estimating Contagion on the Internet: Evidence from the Diffusion of Digital/Information Products. <i>Journal of Interactive Marketing</i> , 2010, 24, 1-13.	6.2	12
69	Cable News Wars on the Internet: Competition and User-Generated Content. <i>Information Systems Research</i> , 2015, 26, 301-319.	3.7	11
70	Journal of Marketing Research: Looking Forward. <i>Journal of Marketing Research</i> , 2017, 54, 1-4.	4.8	11
71	Commentary: Toward Formalizing Social Influence Structures in Business-to-Business Customer Journeys. <i>Journal of Marketing</i> , 2021, 85, 98-102.	11.3	11
72	Early-Entrant Advantage, Word-of-Mouth Communication, Brand Similarity, and the Consumer Decision-Making Process. <i>Journal of Consumer Psychology</i> , 2003, 13, 187-197.	4.5	11

#	ARTICLE	IF	CITATIONS
73	Virtual interorganizational relationships in business-to-business electronic markets: heterogeneity in the effects of organizational interdependence on relational outcomes. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 610-628.	11.2	10
74	Using cointegration analysis for modeling marketing interactions in dynamic environments: methodological issues and an empirical illustration. <i>Journal of Business Research</i> , 2001, 51, 127-144.	10.2	9
75	Choice of Geographical Location as Governance Strategy in Outsourcing Contracts: Localized Outsourcing, Global Outsourcing, and Onshore Outsourcing. <i>Customer Needs and Solutions</i> , 2014, 1, 11-22.	0.8	8
76	Education and Marketing: Decision Making, Spending, and Consumption. <i>Journal of Marketing Research</i> , 2022, 59, 1-10.	4.8	6
77	Competition and Firm Service Reliability Decisions: A Study of the Airline Industry. <i>Journal of Marketing Research</i> , 2021, 58, 377-399.	4.8	3
78	Trends in Business Markets. <i>Customer Needs and Solutions</i> , 2015, 2, 191-192.	0.8	1
79	JB Steenkamp on the Success of Marketing Scholarship in Netherlands. <i>Customer Needs and Solutions</i> , 2015, 2, 113-118.	0.8	0