

Arun Lakshmanan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10641823/publications.pdf>

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2
papers

72
citations

2682572

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2917675

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2
docs citations

2
times ranked

71
citing authors

#	ARTICLE	IF	CITATIONS
1	Do Animated Line Graphs Increase Risk Inferences?. Journal of Marketing Research, 2021, 58, 595-613.	4.8	6
2	How Kinetic Property Shapes Novelty Perceptions. Journal of Marketing, 2015, 79, 94-111.	11.3	66