

Tarun Kushwaha

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3740660/publications.pdf>

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7
papers

588
citations

1307594
7
h-index

1720034
7
g-index

7
all docs

7
docs citations

7
times ranked

497
citing authors

#	ARTICLE	IF	CITATIONS
1	Are Multichannel Customers Really more Valuable? The Moderating Role of Product Category Characteristics. <i>Journal of Marketing</i> , 2013, 77, 67-85.	11.3	281
2	Marketing Agility: The Concept, Antecedents, and a Research Agenda. <i>Journal of Marketing</i> , 2021, 85, 35-58.	11.3	106
3	The Effect of CRM Outsourcing on Shareholder Value: A Contingency Perspective. <i>Management Science</i> , 2013, 59, 748-769.	4.1	66
4	Field Experiment on the Profit Implications of Merchants'™ Discretionary Power to Override Data-Driven Decision-Making Tools. <i>Management Science</i> , 2020, 66, 5182-5190.	4.1	43
5	How Does Web Personalization Create Value for Online Retailers? Lower Cash Flow Volatility or Enhanced Cash Flows. <i>Journal of Retailing</i> , 2018, 94, 265-279.	6.2	38
6	Retailer Marketing Communications in the Digital Age: Getting the Right Message to the Right Shopper at the Right Time. <i>Journal of Retailing</i> , 2021, 97, 116-132.	6.2	33
7	Omnichannel marketing: Are cross-channel effects symmetric?. <i>International Journal of Research in Marketing</i> , 2021, 38, 290-310.	4.2	21