

Ashwin Malshe

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4037718/publications.pdf>

Version: 2024-02-01

11
papers

458
citations

1307594

7
h-index

1372567

10
g-index

13
all docs

13
docs citations

13
times ranked

422
citing authors

#	ARTICLE	IF	CITATIONS
1	Improving Consumer Mindset Metrics and Shareholder Value through Social Media: The Different Roles of Owned and Earned Media. <i>Journal of Marketing</i> , 2018, 82, 37-56.	11.3	245
2	From Finance to Marketing: The Impact of Financial Leverage on Customer Satisfaction. <i>Journal of Marketing</i> , 2015, 79, 21-38.	11.3	103
3	How Main Street Drives Wall Street: Customer (Dis)satisfaction, Short Sellers, and Abnormal Returns. <i>Journal of Marketing Research</i> , 2020, 57, 1055-1075.	4.8	28
4	Rejoinder to "Endogeneity bias in marketing research: Problem, causes and remedies". <i>Industrial Marketing Management</i> , 2019, 77, 57-62.	6.7	20
5	Social Media and Customer-Based Brand Equity: An Empirical Investigation in Retail Industry. <i>Administrative Sciences</i> , 2018, 8, 55.	2.9	18
6	The effect of mixed versus blocked sequencing of promotion and prevention features on brand evaluation: The moderating role of regulatory focus. <i>Journal of Business Research</i> , 2010, 63, 1290-1294.	10.2	15
7	The impact of superstar and non-superstar software on hardware sales: the moderating role of hardware lifecycle. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 394-416.	11.2	15
8	Transcription Errors of Blood Glucose Values and Insulin Errors in an Intensive Care Unit: Secondary Data Analysis Toward Electronic Medical Record-Glucometer Interoperability. <i>JMIR Medical Informatics</i> , 2019, 7, e11873.	2.6	8
9	Response of the periapical tissue of dogs' teeth to the action of citric acid and EDTA. <i>Journal of Applied Oral Science</i> , 2008, 16, 59-63.	1.8	3
10	Improving the Safety, Effectiveness, and Efficiency of Clinical Alarm Systems: Simulation-Based Usability Testing of Physiologic Monitors. <i>JMIR Nursing</i> , 2021, 4, e20584.	1.9	3
11	Modeling the Costs of Trade Finance During the Financial Crisis of 2008-2009: An Application of Dynamic Hierarchical Linear Model. <i>Communications in Computer and Information Science</i> , 2020, , 639-652.	0.5	0