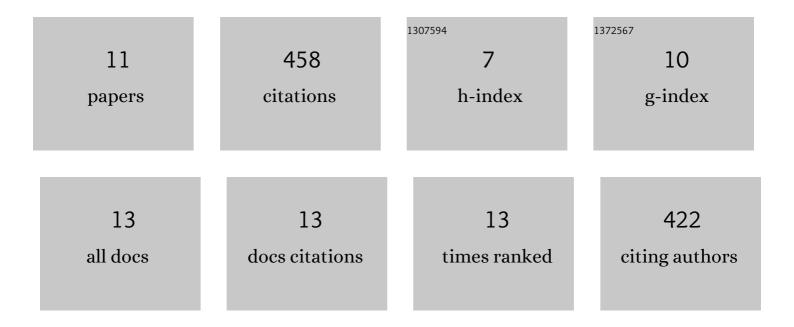
Ashwin Malshe

List of Publications by Year in descending order

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ASHWIN MAISHE

| # | Article | IF | CITATIONS |
|----|---|------|-----------|
| 1 | Improving Consumer Mindset Metrics and Shareholder Value through Social Media: The Different Roles of Owned and Earned Media. Journal of Marketing, 2018, 82, 37-56. | 11.3 | 245 |
| 2 | From Finance to Marketing: The Impact of Financial Leverage on Customer Satisfaction. Journal of Marketing, 2015, 79, 21-38. | 11.3 | 103 |
| 3 | How Main Street Drives Wall Street: Customer (Dis)satisfaction, Short Sellers, and Abnormal Returns. Journal of Marketing Research, 2020, 57, 1055-1075. | 4.8 | 28 |
| 4 | Rejoinder to "Endogeneity bias in marketing research: Problem, causes and remedies― Industrial Marketing Management, 2019, 77, 57-62. | 6.7 | 20 |
| 5 | Social Media and Customer-Based Brand Equity: An Empirical Investigation in Retail Industry. Administrative Sciences, 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. Journal of Business Research, 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. Journal of the Academy of Marketing Science, 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. JMIR Medical Informatics, 2019, 7, e11873. | 2.6 | 8 |
| 9 | Response of the periapical tissue of dogs' teeth to the action of citric acid and EDTA. Journal of Applied Oral Science, 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. JMIR Nursing, 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. Communications in Computer and Information Science, 2020, , 639-652 | 0.5 | 0 |