

Seshadri Tirunillai

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5451722/publications.pdf>

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9
papers

1,367
citations

1478505

6
h-index

1588992

8
g-index

9
all docs

9
docs citations

9
times ranked

1113
citing authors

#	ARTICLE	IF	CITATIONS
1	Mining Marketing Meaning from Online Chatter: Strategic Brand Analysis of Big Data Using Latent Dirichlet Allocation. Journal of Marketing Research, 2014, 51, 463-479.	4.8	575
2	Does Chatter Really Matter? Dynamics of User-Generated Content and Stock Performance. Marketing Science, 2012, 31, 198-215.	4.1	497
3	How Technology is Changing Retail. Journal of Retailing, 2021, 97, 13-27.	6.2	170
4	Does Offline TV Advertising Affect Online Chatter? Quasi-Experimental Analysis Using Synthetic Control. Marketing Science, 2017, 36, 862-878.	4.1	63
5	Does a Customer on the Board of Directors Affect Business-to-Business Firm Performance?. Journal of Marketing, 2019, 83, 8-23.	11.3	36
6	The Impact of Mergers and Acquisitions on the Sales Force. Journal of Marketing Research, 2018, 55, 254-264.	4.8	20
7	Managing Positive and Negative Trends in Sales Call Outcomes: The Role of Momentum. Journal of Marketing Research, 2022, 59, 1120-1140.	4.8	5
8	User-Generated Content and Stock Performance: Does Online Chatter Matter?. NIM Marketing Intelligence Review, 2013, 5, 13-17.	0.6	1
9	The research impact of Dr. Jagdish Sheth. Journal of Global Scholars of Marketing Science, 2021, 31, 433-436.	2.0	0