

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