

Pallassana Kannan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7534081/publications.pdf>

Version: 2024-02-01

8
papers

254
citations

1478505
6
h-index

1588992
8
g-index

8
all docs

8
docs citations

8
times ranked

226
citing authors

#	ARTICLE	IF	CITATIONS
1	Harvesting Brand Information from Social Tags. Journal of Marketing, 2017, 81, 88-108.	11.3	76
2	Data analytics in a privacy-concerned world. Journal of Business Research, 2021, 122, 915-925.	10.2	74
3	Competitive Effects of Front-of-Package Nutrition Labeling Adoption on Nutritional Quality: Evidence from Facts Up Front® Style Labels. Journal of Marketing, 2020, 84, 3-21.	11.3	31
4	Early Adoption of Modern Grocery Retail in an Emerging Market: Evidence from India. Marketing Science, 2015, 34, 825-842.	4.1	24
5	The impact of Covid-19 on customer journeys: implications for interactive marketing. Journal of Research in Interactive Marketing, 2022, 16, 22-36.	8.9	22
6	Identifying Market Structure: A Deep Network Representation Learning of Social Engagement. Journal of Marketing, 2022, 86, 37-56.	11.3	20
7	Measuring the Real-Time Stock Market Impact of Firm-Generated Content. Journal of Marketing, 2022, 86, 58-78.	11.3	5
8	The Economic and Social Impacts of Migration on Brand Expenditure: Evidence from Rural India. Journal of Marketing, 2021, 85, 63-82.	11.3	2