

Pankhuri Malhotra

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9318318/publications.pdf>

Version: 2024-02-01

1
papers

7
citations

3311381

1
h-index

3475538

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1
all docs

1
docs citations

1
times ranked

0
citing authors

#	ARTICLE	IF	CITATIONS
1	Leveraging Cofollowership Patterns on Social Media to Identify Brand Alliance Opportunities. Journal of Marketing, 2022, 86, 17-36.	11.3	7