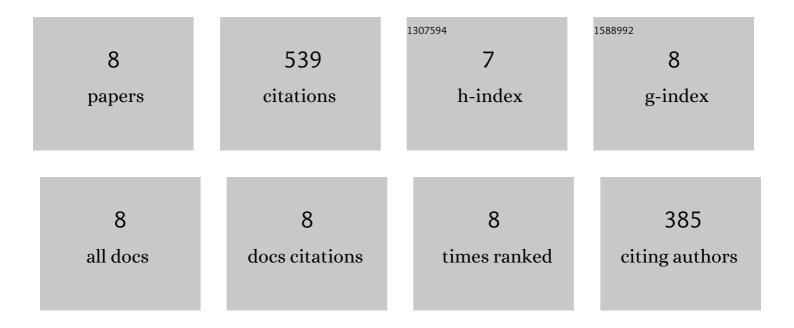
Suresh Sood

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10387927/publications.pdf Version: 2024-02-01



SUDESH SOOD

#	Article	IF	CITATIONS
1	When consumers and brands talk: Storytelling theory and research in psychology and marketing. Psychology and Marketing, 2008, 25, 97-145.	8.2	424
2	Conversations with(in) the collective unconscious by consumers, brands, and relevant others. Journal of Business Research, 2012, 65, 594-602.	10.2	35
3	Vignettes in the two-step arrival of the internet of things and its reshaping of marketing management's service-dominant logic. Journal of Marketing Management, 2017, 33, 98-110.	2.3	25
4	Consumer storytelling of brand archetypal enactments. International Journal of Tourism Anthropology, 2015, 4, 67.	0.4	14
5	Realising the strategic value of RFID in academic libraries: a case study of the University of Technology Sydney. Australian Library Journal, 2015, 64, 113-127.	0.4	13
6	Creating and Interpreting Visual Storytelling Art in Extending Thematic Apperception Tests and Jung's Method of Interpreting Dreams. Advances in Culture, Tourism and Hospitality Research, 2013, , 15-45.	0.3	11
7	Towards a conceptual framework for analysing impression management during face-to-face communication. Journal of Behavioral and Experimental Finance, 2020, 25, 100265.	3.8	10
8	Emotional and attentional influences of photographs on impression management and financial decision making. Journal of Behavioral and Experimental Finance, 2020, 27, 100348.	3.8	7