

Suresh Sood

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10387927/publications.pdf>

Version: 2024-02-01

8
papers

539
citations

1307594
7
h-index

1588992
8
g-index

8
all docs

8
docs citations

8
times ranked

385
citing authors

#	ARTICLE	IF	CITATIONS
1	When consumers and brands talk: Storytelling theory and research in psychology and marketing. <i>Psychology and Marketing</i> , 2008, 25, 97-145.	8.2	424
2	Conversations with(in) the collective unconscious by consumers, brands, and relevant others. <i>Journal of Business Research</i> , 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. <i>Journal of Marketing Management</i> , 2017, 33, 98-110.	2.3	25
4	Consumer storytelling of brand archetypal enactments. <i>International Journal of Tourism Anthropology</i> , 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. <i>Australian Library Journal</i> , 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. <i>Advances in Culture, Tourism and Hospitality Research</i> , 2013, , 15-45.	0.3	11
7	Towards a conceptual framework for analysing impression management during face-to-face communication. <i>Journal of Behavioral and Experimental Finance</i> , 2020, 25, 100265.	3.8	10
8	Emotional and attentional influences of photographs on impression management and financial decision making. <i>Journal of Behavioral and Experimental Finance</i> , 2020, 27, 100348.	3.8	7