

# Kapil R Tuli

## List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

13  
papers

2,148  
citations

11  
h-index

15  
g-index

15  
ext. papers

2,463  
ext. citations

7.3  
avg, IF

5.15  
L-index

#	Paper	IF	Citations
13	Shareholder wealth implications of software firms' transition to cloud computing: a marketing perspective.. <i>Journal of the Academy of Marketing Science</i> , <b>2022</b> , 50, 1-25	12.4	0
12	Marketing Agility: The Concept, Antecedents, and a Research Agenda. <i>Journal of Marketing</i> , <b>2021</b> , 85, 35-58	11	30
11	A Theories-in-Use Approach to Building Marketing Theory. <i>Journal of Marketing</i> , <b>2020</b> , 84, 32-51	11	91
10	Investors' evaluations of price-increase preannouncements. <i>International Journal of Research in Marketing</i> , <b>2018</b> , 35, 359-377	5.5	11
9	Do Disclosures of Customer Metrics Lower Investors' and Analysts' Uncertainty but Hurt Firm Performance?. <i>Journal of Marketing Research</i> , <b>2017</b> , 54, 239-259	5.2	20
8	Does Brand Licensing Increase a Licensor's Shareholder Value?. <i>Management Science</i> , <b>2015</b> , 61, 1436-1459	5.9	15
7	The Effect of CRM Outsourcing on Shareholder Value: A Contingency Perspective. <i>Management Science</i> , <b>2013</b> , 59, 748-769	3.9	44
6	On the Value Relevance of Retailer Advertising Spending and Same-store Sales Growth. <i>Journal of Retailing</i> , <b>2012</b> , 88, 447-461	6.5	26
5	The Impact of Brand Quality on Shareholder Wealth. <i>Journal of Marketing</i> , <b>2011</b> , 75, 88-104	11	85
4	Ties that Bind: The Impact of Multiple Types of Ties with a Customer on Sales Growth and Sales Volatility. <i>Journal of Marketing Research</i> , <b>2010</b> , 47, 36-50	5.2	102
3	Customer Satisfaction and Stock Returns Risk. <i>Journal of Marketing</i> , <b>2009</b> , 73, 184-197	11	167
2	Rethinking Customer Solutions: From Product Bundles to Relational Processes. <i>Journal of Marketing</i> , <b>2007</b> , 71, 1-17	11	1063
1	Rethinking Customer Solutions: From Product Bundles to Relational Processes. <i>Journal of Marketing</i> , <b>2007</b> , 71, 1-17	11	494