

Kapil R Tuli

List of Publications by Year in descending order

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Version: 2024-02-01

15
papers

2,751
citations

758635

12
h-index

1058022

14
g-index

15
all docs

15
docs citations

15
times ranked

1542
citing authors

#	ARTICLE	IF	CITATIONS
1	Shareholder wealth implications of software firms' transition to cloud computing: a marketing perspective. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 1-25.	7.2	4
2	Marketing Agility: The Concept, Antecedents, and a Research Agenda. <i>Journal of Marketing</i> , 2021, 85, 35-58.	7.0	106
3	A Theories-in-Use Approach to Building Marketing Theory. <i>Journal of Marketing</i> , 2020, 84, 32-51.	7.0	206
4	Investors' evaluations of price-increase preannouncements. <i>International Journal of Research in Marketing</i> , 2018, 35, 359-377.	2.4	14
5	Do Disclosures of Customer Metrics Lower Investors' and Analysts' Uncertainty but Hurt Firm Performance?. <i>Journal of Marketing Research</i> , 2017, 54, 239-259.	3.0	38
6	Does Brand Licensing Increase a Licensor's Shareholder Value?. <i>Management Science</i> , 2015, 61, 1436-1455.	2.4	25
7	The Effect of CRM Outsourcing on Shareholder Value: A Contingency Perspective. <i>Management Science</i> , 2013, 59, 748-769.	2.4	66
8	On the Value Relevance of Retailer Advertising Spending and Same-store Sales Growth. <i>Journal of Retailing</i> , 2012, 88, 447-461.	4.0	34
9	The Impact of Brand Quality on Shareholder Wealth. <i>SSRN Electronic Journal</i> , 2011, , .	0.4	1
10	The Impact of Brand Quality on Shareholder Wealth. <i>Journal of Marketing</i> , 2011, 75, 88-104.	7.0	109
11	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> , 2010, 47, 36-50.	3.0	122
12	Customer Satisfaction and Stock Returns Risk. <i>Journal of Marketing</i> , 2009, 73, 184-197.	7.0	216
13	Rethinking Customer Solutions: From Product Bundles to Relational Processes. <i>Journal of Marketing</i> , 2007, 71, 1-17.	7.0	573
14	Rethinking Customer Solutions: From Product Bundles to Relational Processes. <i>Journal of Marketing</i> , 2007, 71, 1-17.	7.0	1,237
15	Customer Satisfaction and Its Impact on the Costs of Selling. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0