

Harish Sujan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10452181/publications.pdf>

Version: 2024-02-01

14
papers

2,812
citations

933447

10
h-index

1199594

12
g-index

14
all docs

14
docs citations

14
times ranked

1032
citing authors

#	ARTICLE	IF	CITATIONS
1	Learning Orientation, Working Smart, and Effective Selling. Journal of Marketing, 1994, 58, 39-52.	11.3	706
2	Knowledge, Motivation, and Adaptive Behavior: A Framework for Improving Selling Effectiveness. Journal of Marketing, 1986, 50, 174-191.	11.3	697
3	Learning Orientation, Working Smart, and Effective Selling. Journal of Marketing, 1994, 58, 39.	11.3	555
4	Smarter versus Harder: An Exploratory Attributional Analysis of Salespeople's Motivation. Journal of Marketing Research, 1986, 23, 41-49.	4.8	194
5	Knowledge Structure Differences between More Effective and Less Effective Salespeople. Journal of Marketing Research, 1988, 25, 81-86.	4.8	153
6	Knowledge Structure Differences between More Effective and Less Effective Salespeople. Journal of Marketing Research, 1988, 25, 81.	4.8	127
7	Effects of Consumer Expectations on Information Processing in Selling Encounters. Journal of Marketing Research, 1986, 23, 346-353.	4.8	119
8	Marketing the Unfamiliar: The Role of Context and Item-Specific Information in Electronic Agent Recommendations. Journal of Marketing Research, 2002, 39, 488-497.	4.8	97
9	The Importance of Starting Right: The Influence of Accurate Intuition on Performance in Salespersonâ€™Customer Interactions. Journal of Marketing, 2015, 79, 91-109.	11.3	76
10	The embedded sales force: Connecting buying and selling organizations. Marketing Letters, 2010, 21, 239-253.	2.9	72
11	The practical know-how of selling: Differences in knowledge content between more-effective and less-effective performers. Marketing Letters, 1991, 2, 367-378.	2.9	11
12	Sharing the Responsibility for Service Failure with Customers: The Effects of Informed Choice and Outcome Foreseeability on Customer Loyalty and Exit. Journal of Hospitality Marketing and Management, 2006, 13, 207-239.	0.4	5
13	Consumer and Marketer Intelligence. , 2019, , 871-890.		0
14	Good Treats. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 0, , 118-135.	0.8	0