

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	Consumer and Marketer Intelligence. , 2019, , 871-890.		0
2	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
3	The embedded sales force: Connecting buying and selling organizations. Marketing Letters, 2010, 21, 239-253.	2.9	72
4	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
5	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
6	Learning Orientation, Working Smart, and Effective Selling. Journal of Marketing, 1994, 58, 39-52.	11.3	706
7	Learning Orientation, Working Smart, and Effective Selling. Journal of Marketing, 1994, 58, 39.	11.3	555
8	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
9	Knowledge Structure Differences between More Effective and Less Effective Salespeople. Journal of Marketing Research, 1988, 25, 81.	4.8	127
10	Knowledge Structure Differences between More Effective and Less Effective Salespeople. Journal of Marketing Research, 1988, 25, 81-86.	4.8	153
11	Knowledge, Motivation, and Adaptive Behavior: A Framework for Improving Selling Effectiveness. Journal of Marketing, 1986, 50, 174-191.	11.3	697
12	Effects of Consumer Expectations on Information Processing in Selling Encounters. Journal of Marketing Research, 1986, 23, 346-353.	4.8	119
13	Smarter versus Harder: An Exploratory Attributional Analysis of Salespeople's Motivation. Journal of Marketing Research, 1986, 23, 41-49.	4.8	194
14	Good Treats. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 0, , 118-135.	0.8	0