

Patrali Chatterjee

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11899664/publications.pdf>

Version: 2024-02-01

7
papers

497
citations

1684188

5
h-index

1720034

7
g-index

7
all docs

7
docs citations

7
times ranked

385
citing authors

#	ARTICLE	IF	CITATIONS
1	Modeling the Clickstream: Implications for Web-Based Advertising Efforts. <i>Marketing Science</i> , 2003, 22, 520-541.	4.1	355
2	Learning User Real-Time Intent for Optimal Dynamic Web Page Transformation. <i>Information Systems Research</i> , 2015, 26, 339-359.	3.7	51
3	Causes and consequences of “order online pick up in-store” shopping behavior. <i>International Review of Retail, Distribution and Consumer Research</i> , 2010, 20, 431-448.	2.0	48
4	Nonprofit Websites: Prevalence, Usage and Commercial Activity. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2004, 12, 49-67.	1.6	20
5	Online Comparison Shopping Behavior of Travel Consumers. <i>Journal of Quality Assurance in Hospitality and Tourism</i> , 2012, 13, 1-23.	3.0	17
6	The role of varying information quantity in ads on immediate and enduring cross-media synergies. <i>Journal of Marketing Communications</i> , 2011, , 1-24.	4.0	4
7	Can unconscious “conscious processing sequences enhance ad exposure outcomes?. <i>Journal of Brand Management</i> , 2011, 18, 506-515.	3.5	2