Patrali Chatterjee

List of Publications by Year
in descending order

		1684188	1720034
7 papers	497 citations	5 h-index	7 g-index
7 all docs	7 docs citations	7 times ranked	385 citing authors

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