

# Mudra Mukesh

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1495998/publications.pdf>

Version: 2024-02-01

4  
papers

139  
citations

2682572

2  
h-index

2272923

4  
g-index

5  
all docs

5  
docs citations

5  
times ranked

100  
citing authors

| # | ARTICLE   | IF  | CITATIONS |
|---|---|-----|-----------|
| 1 | What's in a logo? The impact of complex visual cues in equity crowdfunding. Journal of Business Venturing, 2019, 34, 41-62.                                 | 6.3 | 74        |
| 2 | Let the Logo Do the Talking: The Influence of Logo Descriptiveness on Brand Equity. Journal of Marketing Research, 2019, 56, 862-878.                       | 4.8 | 58        |
| 3 | The Curse of Online Friends: The Detrimental Effects of Online Social Network Usage on Well-Being. SSRN Electronic Journal, 2013, , .                       | 0.4 | 2         |
| 4 | Well-Being Paradox of Social Networking Sites: Maintaining Relationships and Gathering Unhappiness. Proceedings - Academy of Management, 2014, 2014, 14709. | 0.1 | 2         |