

Dennis F X Mathaisel

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1961412/publications.pdf>

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3
papers

8
citations

3311163
1
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2917550
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3
all docs

3
docs citations

3
times ranked

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citing authors

#	ARTICLE	IF	CITATIONS
1	Political marketing with data analytics. <i>Journal of Marketing Analytics</i> , 2021, 9, 56-64.	2.2	5
2	The contribution of analytic visualizations to the marketing of sustainable products. <i>Journal of Marketing Analytics</i> , 2020, 8, 31-38.	2.2	1
3	The use of analytics to market the sustainability of "Unique" products. <i>Journal of Marketing Analytics</i> , 2018, 6, 150-156.	2.2	2