

Koushyar Rajavi

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2071990/publications.pdf>

Version: 2024-02-01

4
papers

121
citations

1937685

4
h-index

2272923

4
g-index

4
all docs

4
docs citations

4
times ranked

89
citing authors

#	ARTICLE	IF	CITATIONS
1	In Brands We Trust? A Multicategory, Multicountry Investigation of Sensitivity of Consumers' Trust in Brands to Marketing-Mix Activities. <i>Journal of Consumer Research</i> , 2019, 46, 651-670.	5.1	58
2	How Does Web Personalization Create Value for Online Retailers? Lower Cash Flow Volatility or Enhanced Cash Flows. <i>Journal of Retailing</i> , 2018, 94, 265-279.	6.2	38
3	The Effect of Over-the-Top Media Services on Piracy Search: Evidence from a Natural Experiment. <i>Marketing Science</i> , 2021, 40, 548-568.	4.1	14
4	Understanding the relationship of conflict and success in software development projects. <i>Information and Software Technology</i> , 2020, 126, 106331.	4.4	11