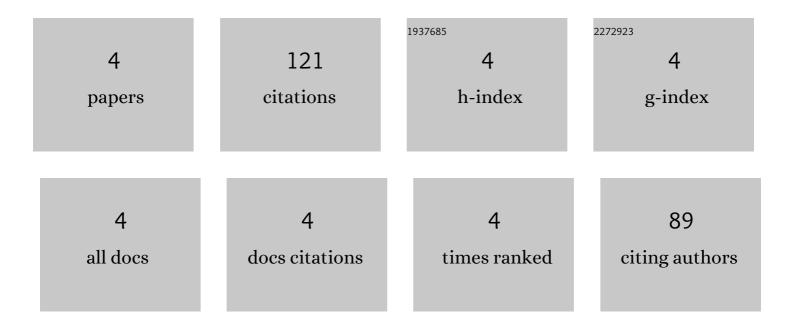
## Koushyar Rajavi

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/2071990/publications.pdf Version: 2024-02-01



KOUSHYAD RAIAVI

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