

J Ricky Fergurson

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2207575/publications.pdf>

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4
papers

18
citations

2258059

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2550090

3
g-index

4
all docs

4
docs citations

4
times ranked

4
citing authors

#	ARTICLE	IF	CITATIONS
1	Salesperson attributes that influence consumer perceptions of sales interactions. Journal of Consumer Marketing, 2021, 38, 652-663.	2.3	9
2	Data-driven decision making via sales analytics: introduction to the special issue. Journal of Marketing Analytics, 2020, 8, 125-126.	3.7	3
3	The paradox of diminishing returns: Measurement and metrics for valuation of B2C sales professionals. Journal of Marketing Channels, 2020, 26, 141-146.	0.4	4
4	Does Empathy Matter? An Exploratory Study of Class-Transition Satisfaction in Unplanned Course Interruptions. Journal of Marketing Education, 0, , 027347532110738.	2.4	2