

Shelly Rathee

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4504035/publications.pdf>

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5
papers

18
citations

2258059

3
h-index

2550090

3
g-index

5
all docs

5
docs citations

5
times ranked

5
citing authors

#	ARTICLE	IF	CITATIONS
1	So fun! How fun brand names affect forgiveness of hedonic and utilitarian products. Journal of Business Research, 2022, 139, 44-55.	10.2	7
2	The role of conspicuity: impact of social influencers on purchase decisions of luxury consumers. International Journal of Advertising, 2023, 42, 1150-1177.	6.7	7
3	The Effect of Letter versus Number Cues on Distance Perception. Journal of Consumer Psychology, 2021, 31, 647-664.	4.5	4
4	The Perils of Leading a Democracy. International Journal of Aging and Human Development, 2021, 92, 472-491.	1.6	0
5	Alphanumeric vs. Numeric Token Systems and the Healthcare Experience: Field Evidence from Healthcare Delivery in India. Management Science, 2023, 69, 1180-1221.	4.1	0