

# Shelly Rathee

## List of Publications by Year in descending order

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

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citations

2258059

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2550090

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