

# Manish Talwar

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5872826/publications.pdf>

Version: 2024-02-01

4  
papers

377  
citations

1937685  
4  
h-index

2272923  
4  
g-index

4  
all docs

4  
docs citations

4  
times ranked

238  
citing authors

#	ARTICLE	IF	CITATIONS
1	Positive and negative word of mouth (WOM) are not necessarily opposites: A reappraisal using the dual factor theory. <i>Journal of Retailing and Consumer Services</i> , 2021, 63, 102396.	9.4	80
2	Has financial attitude impacted the trading activity of retail investors during the COVID-19 pandemic?. <i>Journal of Retailing and Consumer Services</i> , 2021, 58, 102341.	9.4	135
3	Why retail investors traded equity during the pandemic? An application of artificial neural networks to examine behavioral biases. <i>Psychology and Marketing</i> , 2021, 38, 2142-2163.	8.2	32
4	Consumers' Resistance to Digital Innovations: A Systematic Review and Framework Development. <i>Australasian Marketing Journal</i> , 2020, 28, 286-299.	5.4	130