

Abhijit Guha

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6991444/publications.pdf>

Version: 2024-02-01

9
papers

930
citations

1307594
7
h-index

1588992
8
g-index

9
all docs

9
docs citations

9
times ranked

613
citing authors

#	ARTICLE	IF	CITATIONS
1	How artificial intelligence will change the future of marketing. Journal of the Academy of Marketing Science, 2020, 48, 24-42.	11.2	753
2	How artificial intelligence will affect the future of retailing. Journal of Retailing, 2021, 97, 28-41.	6.2	101
3	How artificiality and intelligence affect voice assistant evaluations. Journal of the Academy of Marketing Science, 2023, 51, 843-866.	11.2	20
4	Can attempts to delight customers with surprise gains boomerang? A test using low-price guarantees. Journal of the Academy of Marketing Science, 2019, 47, 417-437.	11.2	18
5	Celebrity endorsements in emerging markets: Align endorsers with brands or with consumers?. Journal of International Business Studies, 2019, 50, 295-317.	7.3	16
6	Do We Really Need to Change the Decision Maker? Counterintuitive Escalation of Commitment Results in Real Options Contexts. Management Science, 2017, 63, 3459-3472.	4.1	12
7	How communications by AI-enabled voice assistants impact the customer journey. Journal of Service Management, 2022, 33, 705-720.	7.2	9
8	Should firms display the sale price using larger font?. Journal of Retailing, 2023, 99, 17-25.	6.2	1
9	CFO credentials, stock market signaling, and firm performance. International Journal of Managerial Finance, 2022, ahead-of-print, .	1.1	0