

Hemant C Sashittal

List of Publications by Year in descending order

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33
papers

1,098
citations

516710

16
h-index

434195

31
g-index

33
all docs

33
docs citations

33
times ranked

704
citing authors

#	ARTICLE	IF	CITATIONS
1	Brands as personal narratives: learning from userâ€™YouTubeâ€™brand interactions. Journal of Brand Management, 2021, 28, 657-670.	3.5	4
2	The personal influence of Instagram bloggers on consumerâ€™brand interactions: brands as tribal artifacts. Journal of Brand Management, 2020, 27, 679-690.	3.5	10
3	Brand entification as a post-anthropomorphic attribution among Twitter-using Millennials. Marketing Intelligence and Planning, 2019, 37, 741-753.	3.5	6
4	Preliminary evidence of brand acquaintancing on Snapchat. Marketing Intelligence and Planning, 2019, 37, 197-210.	3.5	3
5	What Students Think and Do in Classroom Teams When Peer Evaluations Are Highly Consequential: A Twoâ€™Stage Study. Decision Sciences Journal of Innovative Education, 2017, 15, 219-247.	0.8	8
6	How and why Millennials are initiating conflict in vertical dyads and what they are learning. International Journal of Conflict Management, 2017, 28, 644-670.	1.9	8
7	Building acquaintance brands via Snapchat for the college student market. Business Horizons, 2016, 59, 193-204.	5.2	28
8	Why Do College Students Use Pinterest? A Model and Implications for Scholars and Marketers. Journal of Interactive Advertising, 2015, 15, 54-66.	5.3	17
9	Interact with me on my terms: a four segment Facebook engagement framework for marketers. Journal of Marketing Management, 2015, 31, 1255-1284.	2.3	52
10	Entifying your brand among Twitter-using millennials. Business Horizons, 2015, 58, 325-333.	5.2	21
11	Targeting college students on Facebook? How to stop wasting your money. Business Horizons, 2012, 55, 495-507.	5.2	27
12	Studentsâ€™ Perspective into the Apathy and Social Disconnectedness They Feel in Undergraduate Business Classrooms. Decision Sciences Journal of Innovative Education, 2012, 10, 413-446.	0.8	6
13	Chapter 6 Integrating Repatriated Managers in MNCs. International Business and Management, 2011, , 113-130.	0.1	5
14	Effects of Transparency and Atâ€™Stakeness on Studentsâ€™ Perceptions of Their Ability to Work Collaboratively in Effective Classroom Teams: A Partial Test of the Jassawalla and Sashittal Model. Decision Sciences Journal of Innovative Education, 2010, 8, 35-53.	0.8	9
15	Students' Perceptions of Social Loafing: Its Antecedents and Consequences in Undergraduate Business Classroom Teams. Academy of Management Learning and Education, 2009, 8, 42-54.	2.5	78
16	Thinking strategically about integrating repatriated managers in MNCs. Human Resource Management, 2009, 48, 769-792.	5.8	39
17	Student Perceptions of Social Loafing in Undergraduate Business Classroom Teams. Decision Sciences Journal of Innovative Education, 2008, 6, 403-426.	0.8	15
18	The Impact of Leadership Modes on Team Dynamics and Performance in Undergraduate Management Classes. Journal of Education for Business, 2006, 81, 145-150.	1.6	15

#	ARTICLE	IF	CITATIONS
19	Managing expatriate: The role of mentors. International Journal of Commerce and Management, 2006, 16, 130-140.	0.5	37
20	Cultures that support product-innovation processes. Academy of Management Perspectives, 2002, 16, 42-54.	6.8	176
21	Fast-Forwarding Time as the Essence of Managers's™ Strategic Effectiveness: Learning from Wayne Gretzky. Organizational Dynamics, 2002, 30, 341-355.	2.6	2
22	Marketing Implementation in Smaller Organizations: Definition, Framework, and Propositional Inventory. Journal of the Academy of Marketing Science, 2001, 29, 50-69.	11.2	43
23	The Role of Senior Management and Team Leaders in Building Collaborative New Product Teams. EMJ - Engineering Management Journal, 2001, 13, 33-39.	2.3	18
24	Strategies of Effective New Product Team Leaders. California Management Review, 2000, 42, 34-51.	6.3	87
25	Cross-Functional Dynamics in New Product Development. Research Technology Management, 2000, 43, 46-49.	0.8	15
26	Building collaborative cross-functional new product teams. Academy of Management Perspectives, 1999, 13, 50-63.	6.8	96
27	An Examination of Collaboration in High-Technology New Product Development Processes. Journal of Product Innovation Management, 1998, 15, 237-254.	9.5	197
28	Accelerating technology transfer: thinking about organizational pronoia. Journal of Engineering and Technology Management - JET-M, 1998, 15, 153-177.	2.7	12
29	Why managers do what they do. Management Decision, 1998, 36, 533-542.	3.9	7
30	The Strategic Market Planning-Implementation Interface in Small and Midsized Industrial Firms: An Exploratory Study. Journal of Marketing Theory and Practice, 1997, 5, 77-92.	4.3	19
31	Marketing implementation in small and midsized industrial firms: An exploratory study. Industrial Marketing Management, 1996, 25, 67-78.	6.7	31
32	Collaboration in Cross-Functional Product Innovation Teams. Advances in Interdisciplinary Studies of Work Teams, 0, , 1-25.	0.0	7
33	Increasing Students's™ Felt Need for Teamwork: An Experiential Learning Exercise that Sets the Stage. , 0, , .		0