

Sunitha Tr

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/796848/publications.pdf>

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1
papers

8
citations

3311381

1
h-index

3475538

1
g-index

1
all docs

1
docs citations

1
times ranked

2
citing authors

#	ARTICLE	IF	CITATIONS
1	Evaluating causeâ€marketing campaigns in the Indian corporate landscape: The role of consumer skepticism and consumer attributions of firm's motive. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2019, 24, e1638.	0.8	8