

# Zafar Uddin Ahmed

## List of Publications by Year in descending order

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Version: 2024-02-01

47  
papers

1,818  
citations

361413

20  
h-index

276875

41  
g-index

47  
all docs

47  
docs citations

47  
times ranked

1263  
citing authors

#	ARTICLE	IF	CITATIONS
1	Does country of origin matter for low involvement products?. <i>International Marketing Review</i> , 2004, 21, 102-120.	3.6	266
2	International Marketing Ethics from an Islamic Perspective: A Value-Maximization Approach. <i>Journal of Business Ethics</i> , 2001, 32, 127-142.	6.0	190
3	Country of origin and brand effects on consumers' evaluations of cruise lines. <i>International Marketing Review</i> , 2002, 19, 279-302.	3.6	189
4	An investigation of the status of the Malaysian construction industry. <i>Benchmarking</i> , 2010, 17, 294-308.	4.6	103
5	Malaysian shopping mall behavior: an exploratory study. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2007, 19, 331-348.	3.2	100
6	International risk perceptions and mode of entry: a case study of Malaysian multinational firms. <i>Journal of Business Research</i> , 2002, 55, 805-813.	10.2	88
7	To purchase or not to purchase US products: role of religiosity, animosity, and ethno-centrism among Malaysian consumers. <i>Journal of Services Marketing</i> , 2013, 27, 551-563.	3.0	85
8	Export promotion programs of Malaysian firms: an international marketing perspective. <i>Journal of Business Research</i> , 2002, 55, 831-843.	10.2	67
9	Antecedents and pro-environmental consumer behavior (PECB): the moderating role of religiosity. <i>Journal of Consumer Marketing</i> , 2018, 35, 287-299.	2.3	60
10	The empirical link between relationship marketing tools and consumer retention in retail marketing. <i>Journal of Consumer Behaviour</i> , 2013, 12, 171-181.	4.2	51
11	Integration of knowledge and enhancing competitiveness: A case of acquisition of Zain by Bharti Airtel. <i>Journal of Business Research</i> , 2020, 119, 674-684.	10.2	49
12	Patient satisfaction with healthcare delivery systems. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2008, 2, 47-62.	1.3	38
13	Malaysian consumers' credit card usage behavior. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2010, 22, 528-544.	3.2	38
14	Firm internationalisation and export incentives from a Middle Eastern perspective. <i>Journal of Small Business and Enterprise Development</i> , 2006, 13, 660-669.	2.6	37
15	The Market Orientation "Performance Relationship: The Empirical Link in Export Ventures. <i>Thunderbird International Business Review</i> , 2014, 56, 97-110.	1.8	37
16	Does country of brand origin (COBO) matter for the Lebanese consumers?. <i>EuroMed Journal of Business</i> , 2012, 7, 108-128.	3.2	35
17	Analyzing the dynamics of the global construction industry: past, present and future. <i>Benchmarking</i> , 2010, 17, 232-252.	4.6	34
18	Spousal influence in Singaporean family purchase decision-making process. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2006, 18, 201-222.	3.2	33

#	ARTICLE	IF	CITATIONS
19	Critical success factors determining performance of cross-border acquisition: Evidence from the African telecom market. <i>Thunderbird International Business Review</i> , 2021, 63, 43-61.	1.8	28
20	Purchase of global shampoo brands and the impact of country of origin on Lebanese consumers. <i>Journal of Product and Brand Management</i> , 2010, 19, 261-275.	4.3	22
21	Building a comprehensive model to investigate factors behind switching intention of high-technology products. <i>Journal of Product and Brand Management</i> , 2017, 26, 102-119.	4.3	20
22	Export Barriers and Firm Internationalisation from an Emerging Market Perspective. <i>Journal of Asia Business Studies</i> , 2008, 3, 33-41.	2.2	19
23	Predicting consumer behavior based on country of origin (COO). <i>EuroMed Journal of Business</i> , 2010, 5, 37-56.	3.2	18
24	An intellectual journey into the historical evolution of marketing research in brand switching behavior – past, present and future. <i>Journal of Management History</i> , 2015, 21, 172-193.	0.8	18
25	Dynamics of Muslim consumers' behavior toward Halal products. <i>International Journal of Emerging Markets</i> , 2019, 14, 689-708.	2.2	18
26	International Entrepreneurship in Lebanon. <i>Global Business Review</i> , 2012, 13, 25-38.	3.1	16
27	A conceptual framework for developing-country transnationals: PROTON Malaysia. <i>Thunderbird International Business Review</i> , 2008, 50, 45-58.	1.8	13
28	Achieving rapid internationalization of sub-Saharan African firms: Ethiopian Airlines' operations under challenging conditions. <i>Journal of Business Research</i> , 2020, 119, 663-673.	10.2	12
29	Doing business in Malaysia. <i>Thunderbird International Business Review</i> , 2009, 51, 53-69.	1.8	10
30	Factors impacting international entrepreneurship in Malaysia. <i>Journal of Small Business and Enterprise Development</i> , 2012, 19, 229-245.	2.6	10
31	Dynamics of country image: evidence from Malaysia. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2020, 32, 1675-1697.	3.2	10
32	Public policy and expatriate entrepreneurs. <i>Journal of Entrepreneurship and Public Policy</i> , 2013, 2, 42-53.	1.1	9
33	Brand switching of high-technology capital products: how product features dictate the switching decision. <i>Journal of Product and Brand Management</i> , 2014, 23, 322-332.	4.3	9
34	Time-based competence and performance: an empirical analysis. <i>Journal of Small Business and Enterprise Development</i> , 2015, 22, 288-301.	2.6	9
35	Deploying partial least squares to investigate the influence of managerial assumptions on corporate social responsibility in the hotel industry. <i>Journal of Hospitality and Tourism Technology</i> , 2018, 9, 471-486.	3.8	9
36	How do relational variables affect export performance? Evidence from Malaysian exporters. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2019, 31, 128-156.	3.2	9

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37	CRM campaigns with choice for enhanced business process performance. Business Process Management Journal, 2019, 26, 1225-1239.	4.2	7
38	Determinants of Sustainable Waste Management Behavior of Malaysian Academics. Sustainability, 2021, 13, 4424.	3.2	7
39	DRIVERS OF GREEN CONSUMPTION BEHAVIOUR AND THEIR IMPLICATIONS FOR MANAGEMENT. Polish Journal of Management Studies, 2020, 21, 71-86.	0.9	7
40	Iraq: emergence of a new nation from the ashes. International Journal of Emerging Markets, 2007, 2, 7-21.	2.2	6
41	The history of overseas Lebanese entrepreneurs operating worldwide. Journal of Management History, 2012, 18, 295-311.	0.8	6
42	Exploring the interface of relationship marketing and export performance. Journal of Research in Marketing and Entrepreneurship, 2019, 21, 126-148.	1.2	6
43	Services marketing practices in diverse cultures: Canada compared to Qatar. Journal of Services Marketing, 2019, 33, 771-782.	3.0	6
44	The effect of anticipatory emotions on students' performance in marketing simulations. Journal of Research in Marketing and Entrepreneurship, 2015, 17, 5-22.	1.2	5
45	Twenty-Five Years after the Fall of the Berlin Wall: An Empirical Revisit of West German Consumers' Attitudes Toward Products and Brands from Former East Germany. Journal of Promotion Management, 2018, 24, 895-910.	3.4	4
46	The Internet and Export Marketing from a Middle Eastern Perspective. Journal of Asia Business Studies, 2006, 1, 10-15.	2.2	3
47	Iraq: A new country in the making. Thunderbird International Business Review, 2007, 49, 475-506.	1.8	2