

# Nik Mohd Hazrul Nik Hashim

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10410422/publications.pdf>

Version: 2024-02-01

4  
papers

41  
citations

1937685

4  
h-index

2272923

4  
g-index

4  
all docs

4  
docs citations

4  
times ranked

42  
citing authors

#	ARTICLE	IF	CITATIONS
1	Factors affecting Islamic banking behavioral intention: the moderating effects of customer marketing practices and financial considerations. <i>Journal of Financial Services Marketing</i> , 2019, 24, 44-58.	3.4	14
2	Using the senses to evaluate aesthetic products at the point of sale: The moderating role of consumersâ€™ goals. <i>Journal of Retailing and Consumer Services</i> , 2018, 40, 82-90.	9.4	11
3	Effects of communication and financial concerns on banking attitude-behaviour relations. <i>Service Industries Journal</i> , 2018, 38, 1017-1042.	8.3	8
4	Contingent Effects of Decision-making and Customer Centricity on Public-Sector Innovation Success. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2022, 34, 36-70.	1.6	8