

# 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

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citations

1937685

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2272923

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g-index

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times ranked

42  
citing authors

#	ARTICLE	IF	CITATIONS
1	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
2	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
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	Using the senses to evaluate aesthetic products at the point of sale: The moderating role of consumers' goals. <i>Journal of Retailing and Consumer Services</i> , 2018, 40, 82-90.	9.4	11