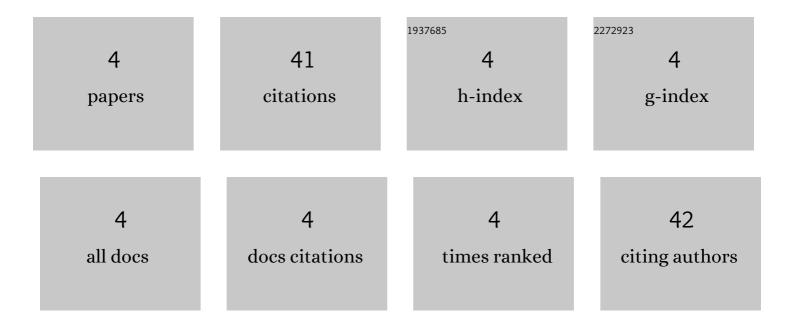
Nik Mohd Hazrul Nik Hashim

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10410422/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Contingent Effects of Decision-making and Customer Centricity on Public-Sector Innovation Success. Journal of Nonprofit and Public Sector Marketing, 2022, 34, 36-70.	1.6	8
2	Factors affecting Islamic banking behavioral intention: the moderating effects of customer marketing practices and financial considerations. Journal of Financial Services Marketing, 2019, 24, 44-58.	3.4	14
3	Effects of communication and financial concerns on banking attitude-behaviour relations. Service Industries Journal, 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. Journal of Retailing and Consumer Services, 2018, 40, 82-90.	9.4	11