

Gordhan K Saini

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10436407/publications.pdf>

Version: 2024-02-01

11
papers

224
citations

1163117

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h-index

1199594

12
g-index

12
all docs

12
docs citations

12
times ranked

139
citing authors

#	ARTICLE	IF	CITATIONS
1	What do best employer surveys reveal about employer branding and intention to apply?. Journal of Brand Management, 2014, 21, 95-111.	3.5	63
2	The influence of employer rankings, employment experience, and employee characteristics on employer branding as an employer of choice. Career Development International, 2019, 24, 636-657.	2.7	31
3	The role of brands in recruitment: mediating role of employer brand equity. Asia Pacific Journal of Human Resources, 2020, 58, 173-196.	3.9	26
4	Employer Brand and Job Application Decisions: Insights from the Best Employers. Management and Labour Studies, 2015, 40, 34-51.	1.6	19
5	Application of Social Marketing in Social Entrepreneurship. Social Marketing Quarterly, 2015, 21, 152-172.	1.7	16
6	CSR in India: Critical Review and Exploring Entrepreneurial Opportunities. Journal of Entrepreneurship and Innovation in Emerging Economies, 2016, 2, 56-79.	1.3	14
7	Information Source Credibility and Job Seekers' Intention to Apply: The Mediating Role of Brands. Global Business Review, 2020, 21, 743-762.	3.1	13
8	Do Employment Experience and Attractiveness Rankings Matter in Employee Recommendation? A Firm-level Analysis of Employers. Management and Labour Studies, 2021, 46, 175-191.	1.6	11
9	What do social marketing programmes reveal about social marketing? Evidence from South Asia. International Journal of Nonprofit and Voluntary Sector Marketing, 2012, 17, 303-324.	0.8	10
10	Role of Corporate Social Marketing Campaigns in Employer Branding: A Study of Campus Engagement Initiatives. Social Marketing Quarterly, 2021, 27, 324-346.	1.7	5
11	Service Quality and Re-visit Intention. Journal of Health Management, 2014, 16, 595-612.	1.1	4