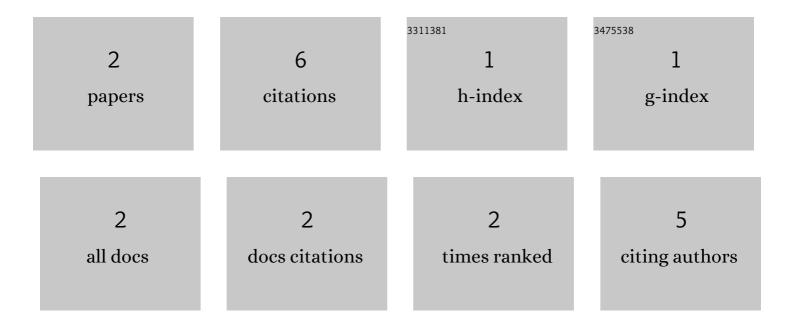
Nasir Salari

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10593886/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	The Moderating Effects of Fatalism and Traditionalism on Innovation Resistance. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2018, , 639-651.	0.2	0
2	Establishing a culturally transferrable consumer innovativeness scale for radical and really new innovations in new markets. Journal of Marketing Analytics, 2015, 3, 47-68.	3.7	6