

Kumar Rakesh Ranjan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10875043/publications.pdf>

Version: 2024-02-01

14
papers

1,153
citations

840776

11
h-index

1058476

14
g-index

14
all docs

14
docs citations

14
times ranked

990
citing authors

#	ARTICLE	IF	CITATIONS
1	Value co-creation: concept and measurement. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 290-315.	11.2	688
2	Co-creating the tourism experience. <i>Journal of Business Research</i> , 2019, 100, 207-217.	10.2	104
3	Drivers of user engagement in eWoM communication. <i>Journal of Services Marketing</i> , 2016, 30, 541-553.	3.0	85
4	A narrative review and meta-analysis of service interaction quality: new research directions and implications. <i>Journal of Services Marketing</i> , 2015, 29, 3-14.	3.0	50
5	Atypical Shifts Post-failure: Influence of Co-creation on Attribution and Future Motivation to Co-create. <i>Journal of Interactive Marketing</i> , 2017, 38, 64-81.	6.2	48
6	Coronavirus crisis and health care: learning from a service ecosystem perspective. <i>Journal of Service Theory and Practice</i> , 2021, 31, 225-246.	3.2	39
7	Bringing the individual into the co-creation of value. <i>Journal of Services Marketing</i> , 2019, 33, 904-920.	3.0	30
8	An examination of the emotions that follow a failure of co-creation. <i>Journal of Business Research</i> , 2017, 78, 43-52.	10.2	26
9	Toward a conceptualization of perceived complaint handling quality in social media and traditional service channels. <i>European Journal of Marketing</i> , 2018, 52, 973-1006.	2.9	25
10	An ecosystem perspective synthesis of co-creation research. <i>Industrial Marketing Management</i> , 2021, 99, 79-96.	6.7	25
11	An integrative framework of sales ecosystem well-being. <i>Journal of Personal Selling and Sales Management</i> , 2020, 40, 234-250.	2.8	15
12	When co-production fails: The role of customer's internal attributions and impression management concerns. <i>Journal of Business Research</i> , 2020, 121, 535-548.	10.2	10
13	Effect of frontline employee's hope and consumer failure during consumer-created emergencies. <i>Journal of Service Theory and Practice</i> , 2021, 31, 35-64.	3.2	5
14	Thinking, feeling and coping by BoP healthcare consumers: policy-based intervention in an emerging market. <i>Journal of Marketing Management</i> , 2021, 37, 914-961.	2.3	3