

Imran Bashir Dar

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11089638/publications.pdf>

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2
papers

4
citations

3311381

1
h-index

3475538

1
g-index

2
all docs

2
docs citations

2
times ranked

0
citing authors

#	ARTICLE	IF	CITATIONS
1	A qualitative analysis of the marketing analytics literature: where would ethical issues and legality rank?. Journal of Marketing Analytics, 2021, 9, 242-261.	3.7	4
2	Exploring the Marketing Analytics Practices in Cement Industry: A Case Study Approach for a Cement Company Associated with Indigenous Conglomerate. Global Management Sciences Review, 2020, V, 10-22.	0.0	0