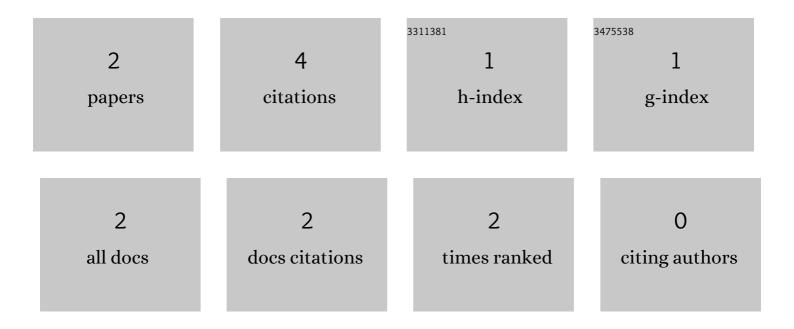
Imran Bashir Dar

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11089638/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	A qualitative analysis of theÂmarketing 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