

# Gaganpreet Singh

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11613367/publications.pdf>

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7  
papers

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citations

1684188

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1720034

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docs citations

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times ranked

116  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Determinants of Green Packaging that Influence Buyers's™ Willingness to Pay a Price Premium. Australasian Marketing Journal, 2018, 26, 221-230.	5.4	71
2	Revisiting three decades of price premium research in marketing: a literature review. International Journal of Revenue Management, 2015, 8, 219.	0.3	15
3	Promotion of green products on Facebook: insights from millennials. International Journal of Management Practice, 2020, 13, 275.	0.3	10
4	Revisiting green packaging from a cost perspective. Benchmarking, 2019, 26, 1080-1104.	4.6	9
5	Leveraging return policy for price premium. Journal of Revenue and Pricing Management, 2015, 14, 276-292.	1.1	8
6	Determinants of celebrity-owned brands leveraging price premium. Journal of Fashion Marketing and Management, 2017, 21, 361-384.	2.2	5
7	Can collaborative buffering strategies reduce distribution costs while improving product returns?: A case of an Asian e-retailer. Benchmarking, 2021, 28, 2808-2834.	4.6	4