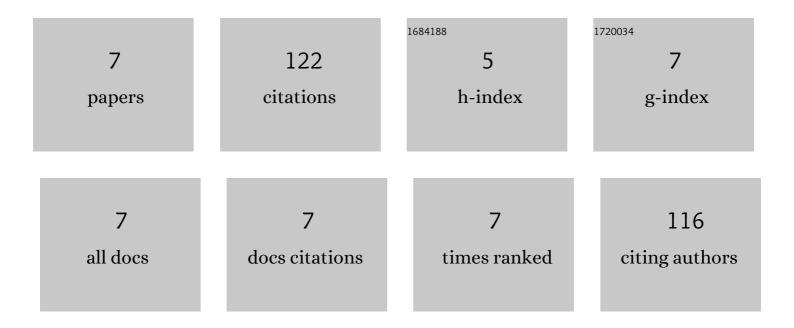
Gaganpreet Singh

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11613367/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	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
2	Promotion of green products on Facebook: insights from millennials. International Journal of Management Practice, 2020, 13, 275.	0.3	10
3	Revisiting green packaging from a cost perspective. Benchmarking, 2019, 26, 1080-1104.	4.6	9
4	The Determinants of Green Packaging that Influence Buyers' Willingness to Pay a Price Premium. Australasian Marketing Journal, 2018, 26, 221-230.	5.4	71
5	Determinants of celebrity-owned brands leveraging price premium. Journal of Fashion Marketing and Management, 2017, 21, 361-384.	2.2	5
6	Revisiting three decades of price premium research in marketing: a literature review. International Journal of Revenue Management, 2015, 8, 219.	0.3	15
7	Leveraging return policy for price premium. Journal of Revenue and Pricing Management, 2015, 14, 276-292.	1.1	8