

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

122
citations

1684188
5
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1720034
7
g-index

7
all docs

7
docs citations

7
times ranked

116
citing authors

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