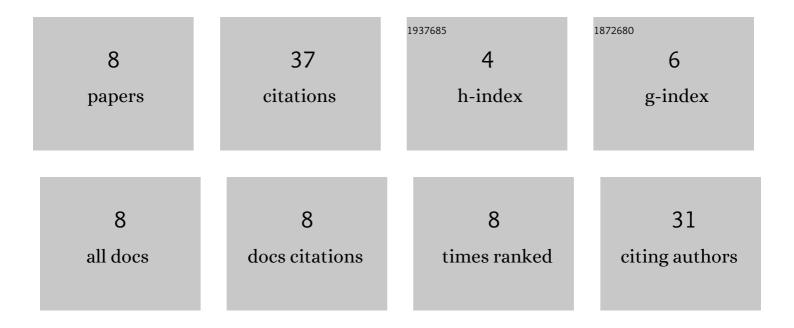
Ujang Sumarwan

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11976363/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Perceived Value, Social Bond, and Switching Cost as Antecedents and Predictors of Customer Loyalty in the B2B Chemical Industry Context: A Literature Review. International Journal of Marketing Studies, 2018, 10, 124.	0.4	12
2	How Commitment, Satisfaction, and Cost Fluctuations Influence Customer Loyalty. GATR Journal of Management and Marketing Review, 2019, 4, 115-125.	0.2	7
3	How to Manage Customer Satisfaction through Brand Association and Perceived Value Strategy. GATR Journal of Management and Marketing Review, 2019, 4, 184-193.	0.2	4
4	The effect of marketing mix and brand image on customer loyalty of remixed mortar. Independent Journal of Management & Production, 2020, 11, 450.	0.4	4
5	17 YEARS OF SERVICE-DOMINANT LOGIC: VARGO AND LUSCH'S CONTRIBUTIONS. Business: Theory and Practice, 2021, 22, 482-492.	1.7	4
6	Optimization model: the innovation and future of e-ecotourism for sustainability. Journal of Tourism Futures, 2021, ahead-of-print, .	3.9	3
7	Tourism competitiveness on the utilization zone of National Park in Indonesia. Jurnal Penelitian Kehutanan Wallacea, 2021, 10, 145.	0.1	2
8	The Influence of Marketing Mix on Brand Image, Motivation and Students Decision to Choose Graduate	1.3	1

Studies of IPB University. Journal of Consumer Sciences, 2020, 5, 139-156. 8