

Rajibul Hasan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12142128/publications.pdf>

Version: 2024-02-01

8
papers

120
citations

1937685

4
h-index

1720034

7
g-index

9
all docs

9
docs citations

9
times ranked

103
citing authors

#	ARTICLE	IF	CITATIONS
1	“All you need is brand love™: a critical review and comprehensive conceptual framework for brand love. <i>Journal of Marketing Management</i> , 2019, 35, 97-129.	2.3	85
2	Consumer adoption of pro-poor service innovations in subsistence marketplaces. <i>Journal of Business Research</i> , 2020, 121, 461-475.	10.2	10
3	How can hotels create sustainable competitive advantages? A resource-based view. <i>Journal of Strategic Marketing</i> , 0, , 1-16.	5.5	8
4	Exploring consumer mobile payment adoption in the bottom-of-the-pyramid context: A qualitative study. <i>Strategic Change</i> , 2019, 28, 345-353.	4.1	7
5	Capitalism leading to unhealthy food consumption. <i>Strategic Change</i> , 2020, 29, 633-643.	4.1	4
6	What's good for business growth: Implications of innovativeness and price sensitivity for firms in developing countries. <i>Strategic Change</i> , 2018, 27, 469-476.	4.1	3
7	Interest rate and income disparity: Evidence from Indonesia. <i>Strategic Change</i> , 2020, 29, 665-672.	4.1	1
8	An Empirical Comparison of Consumer Innovation Adoption Models: Implications for Subsistence Marketplaces. <i>Journal of Marketing & Public Policy</i> , 0, , 074867661881334.	2.4	1