

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