

Rajat Gera

List of Publications by Year in descending order

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Version: 2024-02-01

24
papers

218
citations

1307594

7
h-index

1058476

14
g-index

24
all docs

24
docs citations

24
times ranked

164
citing authors

#	ARTICLE	IF	CITATIONS
1	Narrative Review of Game AI 2000 Onwards and Future Research Directions. <i>Advances in Logistics, Operations, and Management Science Book Series</i> , 2022, , 192-203.	0.4	1
2	Determinants of MSA adoption intentions and usage behaviour of internet savvy and younger consumers: insights from an emerging market. <i>International Journal of Electronic Business</i> , 2022, 17, 87.	0.4	0
3	Emotional Labor in the Tourism Industry. , 2022, , 73-92.		0
4	Antecedents of Indian green consumer purchase intentions and behaviour: a review and future research directions. <i>International Journal of Management Practice</i> , 2021, 14, 485.	0.3	0
5	Mobile shopping apps adoption: a systematic literature review. <i>International Journal of Electronic Business</i> , 2021, 16, 239.	0.4	0
6	Investigation of Artificial Intelligence Techniques in Finance and Marketing. <i>Procedia Computer Science</i> , 2020, 173, 149-157.	2.0	17
7	Mobile app usage and adoption: a literature review. <i>International Journal of Electronic Business</i> , 2020, 15, 160.	0.4	1
8	Market segmentation using supervised and unsupervised learning techniques for E-commerce applications. <i>Journal of Intelligent and Fuzzy Systems</i> , 2018, 35, 5353-5363.	1.4	4
9	Evaluating the validity of Student Evaluation of Teaching Effectiveness (SET) in India. <i>Education and Training</i> , 2015, 57, 623-638.	3.1	7
10	An evaluation of an integrated perspective of perceived service quality for retail banking services in India. <i>International Journal of Bank Marketing</i> , 2015, 33, 330-350.	6.4	24
11	Corporate Reputation: A Study of Practitioners in the Indian Context. <i>Corporate Reputation Review</i> , 2015, 18, 261-276.	1.7	0
12	Wrigley India Pvt Limited: Leveraging Trade Promotions for Competitive Advantage. <i>Asian Case Research Journal</i> , 2013, 17, 43-72.	0.0	2
13	Developing and Testing a Hierarchical Model of Customer Perceived Service Quality for Life Insurance Services. <i>Asia-Pacific Journal of Management Research and Innovation</i> , 2013, 9, 63-76.	0.5	8
14	Linking perceived service quality dimensions, customer satisfaction and perceived value with behavioural intentions in Indian retail banking: an SEM study. <i>International Journal of Indian Culture and Business Management</i> , 2012, 5, 667.	0.1	9
15	Study on Salespersonsâ€™ Task-related Performance Benefits Perceptions and Satisfaction with Sales Force Automation. <i>Asia-Pacific Journal of Management Research and Innovation</i> , 2012, 8, 429-440.	0.5	1
16	Bridging the gap in knowledge transfer between academia and practitioners. <i>International Journal of Educational Management</i> , 2012, 26, 252-273.	1.5	52
17	Modelling the service antecedents of favourable and unfavourable behaviour intentions in life insurance services in India. <i>International Journal of Quality and Service Sciences</i> , 2011, 3, 225-242.	2.4	49
18	Investigating the link between service quality, value, satisfaction and behavioural intentions in a public sector bank in India. <i>International Journal of Services, Economics and Management</i> , 2011, 3, 3.	0.2	3

#	ARTICLE	IF	CITATIONS
19	Modelling the antecedents of behavioural outcomes in Indian life insurance services: a SEM approach. International Journal of Business Innovation and Research, 2011, 5, 526.	0.2	6
20	A path analysis of perceived service quality, customer satisfaction, perceived value, and behavioural intentions in Indian retail banking. International Journal of Financial Services Management, 2011, 5, 83.	0.1	4
21	Determinants of e-loyalty-related behavioural intentions of online travel companies in India: an SEM study with Indian consumers. International Journal of Leisure and Tourism Marketing, 2011, 2, 353.	0.1	0
22	An empirical test of the linkages of e-service quality with e-satisfaction and perceived value with e-loyalty-related behavioural intentions in India. International Journal of Services Sciences, 2011, 4, 191.	0.0	3
23	Modelling e-service quality and its consequences in India: an SEM approach. Journal of Research in Interactive Marketing, 2011, 5, 203-225.	8.9	27
24	Problem Formulation and Categorization: An Empirical Study of Marketing Problems in an Organization. Management and Labour Studies, 2005, 30, 121-138.	1.6	0