

# Ruby R Dholakia

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1230235/publications.pdf>

Version: 2024-02-01

1  
papers

32  
citations

3311381

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h-index

3475538

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1  
docs citations

1  
times ranked

35  
citing authors

#	ARTICLE	IF	CITATIONS
1	Indigenous marketing practices and theories in emerging economies: Consumer behavior and retail transformations in India. <i>Journal of Business Research</i> , 2018, 86, 406-415.	10.2	32