

# Muhammad Talha Salam

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1351614/publications.pdf>

Version: 2024-02-01

10  
papers

125  
citations

1684188

5  
h-index

1720034

7  
g-index

10  
all docs

10  
docs citations

10  
times ranked

77  
citing authors

#	ARTICLE	IF	CITATIONS
1	“Crisis management in the hospitality sector SMEs in Pakistan during COVID-19”. International Journal of Hospitality Management, 2021, 98, 103037.	8.8	56
2	The perceptions of SME retailers towards the usage of social media marketing amid COVID-19 crisis. Journal of Entrepreneurship in Emerging Economies, 2021, 13, 588-605.	2.4	26
3	Measuring religiosity among Muslim consumers: observations and recommendations. Journal of Islamic Marketing, 2019, 10, 633-652.	3.5	19
4	Purchase intention for green brands among Pakistani millennials. Social Responsibility Journal, 2021, ahead-of-print, .	2.9	15
5	Muslim millennials’ attitudes towards fashion advertising. International Journal of Advertising, 2019, 38, 796-819.	6.7	6
6	Kaarvan Crafts Foundation: embracing digital literacy for women empowerment. Emerald Emerging Markets Case Studies, 2020, 10, 1-34.	0.1	2
7	Attitudes toward advertising in Brunei Darussalam. Journal of Business & Economic Analysis, 2018, 01, 81-99.	0.1	1
8	Web Portals Division in a quandary. Emerald Emerging Markets Case Studies, 2013, 3, 1-14.	0.1	0
9	Modest, modern and diverse: a review of marketing communication visuals of Islamic fashion brands. Journal of Islamic Marketing, 2018, 3, 83.	0.2	0
10	Muslim consumers' attitudes toward fashion advertising: a conceptual framework. Journal of Islamic Marketing, 2018, 3, 245.	0.2	0