

Vikas Arya

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1449105/publications.pdf>

Version: 2024-02-01

10
papers

600
citations

1307594

7
h-index

1372567

10
g-index

10
all docs

10
docs citations

10
times ranked

449
citing authors

#	ARTICLE	IF	CITATIONS
1	Panic buying in the COVID-19 pandemic: A multi-country examination. <i>Journal of Retailing and Consumer Services</i> , 2021, 59, 102357.	9.4	300
2	Does SMS advertising still have relevance to increase consumer purchase intention? A hybrid PLS-SEM-neural network modelling approach. <i>Computers in Human Behavior</i> , 2021, 124, 106919.	8.5	99
3	Does digital footprint act as a digital asset? “ Enhancing brand experience through remarketing. <i>International Journal of Information Management</i> , 2019, 49, 142-156.	17.5	72
4	Like it or not! Brand communication on social networking sites triggers consumer-based brand equity. <i>International Journal of Consumer Studies</i> , 2022, 46, 1381-1398.	11.6	43
5	Are emojis fascinating brand value more than textual language? Mediating role of brand communication to SNS and brand attachment. <i>Corporate Communications</i> , 2018, 23, 648-670.	2.1	26
6	Brand Authenticity and Brand Attachment: How Online Communities Built on Social Networking Vehicles Moderate the Consumers’ Brand Attachment. <i>IIM Kozhikode Society & Management Review</i> , 2019, 8, 87-103.	3.4	26
7	Ties that bind tourists: embedding destination motivators to destination attachment: a study in the context of Kumbh Fair, India. <i>Asia Pacific Journal of Tourism Research</i> , 2018, 23, 1160-1172.	3.7	12
8	Effect of Technostress on Academic Productivity. <i>Journal of Global Information Management</i> , 2021, 30, 1-19.	2.8	10
9	Embracing the employee orientation: does customer relationship matter in brand building?. <i>Benchmarking</i> , 2022, 29, 411-433.	4.6	8
10	Consumer Green Consumption Behavior. <i>Information Resources Management Journal</i> , 2022, 35, 1-19.	1.1	4