

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