

# Keyoor Purani

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1602622/publications.pdf>

Version: 2024-02-01

28  
papers

924  
citations

687363

13  
h-index

642732

23  
g-index

29  
all docs

29  
docs citations

29  
times ranked

778  
citing authors

#	ARTICLE	IF	CITATIONS
1	Comparing the importance of luxury value perceptions in cross-national contexts. <i>Journal of Business Research</i> , 2012, 65, 1417-1424.	10.2	267
2	Modelling the consequences of e-service quality. <i>Marketing Intelligence and Planning</i> , 2008, 26, 605-620.	3.5	97
3	The relationship between consumer ethnocentrism, cosmopolitanism and product country image among younger generation consumers: The moderating role of country development status. <i>International Business Review</i> , 2015, 24, 380-393.	4.8	77
4	Psychological contract violation and customer intention to reuse online retailers: Exploring mediating and moderating mechanisms. <i>Journal of Business Research</i> , 2017, 75, 17-28.	10.2	74
5	e-Loyalty among millennials: Personal characteristics and social influences. <i>Journal of Retailing and Consumer Services</i> , 2019, 48, 215-223.	9.4	71
6	Influences of appscape™ on mobile app adoption and m-loyalty. <i>Journal of Retailing and Consumer Services</i> , 2018, 45, 132-141.	9.4	67
7	The moderating role of industrial experience in the job satisfaction, intention to leave relationship: an empirical study among salesmen in India. <i>Journal of Business and Industrial Marketing</i> , 2008, 23, 475-485.	3.0	42
8	Exploring restorative potential of biophilic servicescapes. <i>Journal of Services Marketing</i> , 2018, 32, 414-429.	3.0	40
9	Model specification issues in PLS-SEM. <i>Journal of Hospitality and Tourism Technology</i> , 2018, 9, 338-353.	3.8	36
10	Systematic review of determinants of sales performance: Verbeke et al.'s (2011) classification extended. <i>Journal of Business and Industrial Marketing</i> , 2020, 35, 1359-1383.	3.0	24
11	Visual service scape aesthetics and consumer response: a holistic model. <i>Journal of Services Marketing</i> , 2017, 31, 556-573.	3.0	22
12	Understanding service quality attributes that drive user ratings: A text mining approach. <i>Journal of Vacation Marketing</i> , 2021, 27, 400-419.	4.3	16
13	The indirect experience of nature: biomorphic design forms in servicescapes. <i>Journal of Services Marketing</i> , 2020, 34, 847-867.	3.0	15
14	Effects of competitive psychological climate, work-family conflict and role conflict on customer orientation. <i>Journal of Indian Business Research</i> , 2014, 6, 70-84.	2.1	14
15	Globalization and Academic Research: The Case of Sustainability Marketing. <i>IIM Kozhikode Society &amp; Management Review</i> , 2014, 3, 93-99.	3.4	14
16	Conceptualising visual servicescape aesthetics: An application of environmental psychology. <i>The Marketing Review</i> , 2013, 13, 347-376.	0.1	13
17	Knowledge community: integrating ICT into social development in developing economies. <i>AI and Society</i> , 2007, 21, 329-345.	4.6	8
18	Brand extension evaluation: real world and virtual world. <i>Journal of Product and Brand Management</i> , 2014, 23, 504-515.	4.3	8

#	ARTICLE	IF	CITATIONS
19	Service employee adaptiveness. <i>Employee Relations</i> , 2017, 39, 54-78.	2.4	5
20	New Insights into e-Loyalty of Internet Banking Users in an Emerging Market Context: A Multilevel Analysis. <i>Information Systems Frontiers</i> , 2020, , 1.	6.4	5
21	Biomorphic visual identity of a brand and its effects: a holistic perspective. <i>Journal of Brand Management</i> , 2021, 28, 272-290.	3.5	4
22	Community based brand equity as brand culture: advancing brand equity conceptualization for a connected world. <i>AMS Review</i> , 2022, 12, 52-70.	2.5	2
23	The Mediating Role of Role Stress in the Relationship Between Goal Orientation and Job Satisfaction Among Salespersons: An Empirical Study. , 2015, , 81-97.		2
24	How well designed is your servicescape?. <i>Marketing Intelligence and Planning</i> , 2022, 40, 388-407.	3.5	1
25	KHL: Consulting for Managing Sales Force Attrition (A). <i>Asian Journal of Management Cases</i> , 2018, 15, S25-S43.	0.3	0
26	KHL: Consulting for Managing Sales Force Attrition (B). <i>Asian Journal of Management Cases</i> , 2018, 15, S44-S54.	0.3	0
27	Exploring the Role of Technology Readiness in Developing Trust and Loyalty for E-Services. , 2013, , 291-303.		0
28	Capital Budgeting: Maledia Broadcasting Ltd. <i>Asian Journal of Management Cases</i> , 2020, 17, 241-256.	0.3	0