Keyoor Purani

List of Publications by Year
in descending order

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	Community based brand equity as brand culture: advancing brand equity conceptualization for a connected world. AMS Review, 2022, 12, 52-70.	2.5	2
2	How well designed is your servicescape?. Marketing Intelligence and Planning, 2022, 40, 388-407.	3.5	1
3	Biomorphic visual identity of a brand and its effects: a holistic perspective. Journal of Brand Management, 2021, 28, 272-290.	3.5	4
4	Understanding service quality attributes that drive user ratings: A text mining approach. Journal of Vacation Marketing, 2021, 27, 400-419.	4.3	16
5	Systematic review of determinants of sales performance: Verbeke<i>et al.</i>â€™s (2011) classification extended. Journal of Business and Industrial Marketing, 2020, 35, 1359-1383.	3.0	24
6	The indirect experience of nature: biomorphic design forms in servicescapes. Journal of Services Marketing, 2020, 34, 847-867.	3.0	15
7	New Insights into e-Loyalty of Internet Banking Users in an Emerging Market Context: A Multilevel Analysis. Information Systems Frontiers, 2020, , 1.	6.4	5
8	Capital Budgeting: Maledia Broadcasting Ltd. Asian Journal of Management Cases, 2020, 17, 241-256.	0.3	0
9	e-Loyalty among millennials: Personal characteristics and social influences. Journal of Retailing and Consumer Services, 2019, 48, 215-223.	9.4	71
10	Exploring restorative potential of biophilic servicescapes. Journal of Services Marketing, 2018, 32, 414-429.	3.0	40
11	KHL: Consulting for Managing Sales Force Attrition (A). Asian Journal of Management Cases, 2018, 15, S25-S43.	0.3	0
12	KHL: Consulting for Managing Sales Force Attrition (B). Asian Journal of Management Cases, 2018, 15, S44-S54.	0.3	0
13	Influences of â€�˜appscapeâ€™ on mobile app adoption and m-loyalty. Journal of Retailing and Consumer Services, 2018, 45, 132-141.	9.4	67
14	Model specification issues in PLS-SEM. Journal of Hospitality and Tourism Technology, 2018, 9, 338-353.	3.8	36
15	Service employee adaptiveness. Employee Relations, 2017, 39, 54-78.	2.4	5
16	Psychological contract violation and customer intention to reuse online retailers: Exploring mediating and moderating mechanisms. Journal of Business Research, 2017, 75, 17-28.	10.2	74
17	Visual service scape aesthetics and consumer response: a holistic model. Journal of Services Marketing, 2017, 31, 556-573.	3.0	22
18	The relationship between consumer ethnocentrism, cosmopolitanism and product country image among younger generation consumers: The moderating role of country development status. International Business Review, 2015, 24, 380-393.	4.8	77

#	ARTICLE	IF	CITATIONS
19	The Mediating Role of Role Stress in the Relationship Between Goal Orientation and Job Satisfaction Among Salespersons: An Empirical Study. , 2015, , 81-97.		2
20	Effects of competitive psychological climate, work-family conflict and role conflict on customer orientation. Journal of Indian Business Research, 2014, 6, 70-84.	2.1	14
21	Brand extension evaluation: real world and virtual world. Journal of Product and Brand Management, 2014, 23, 504-515.	4.3	8
22	Globalization and Academic Research: The Case of Sustainability Marketing. IIM Kozhikode Society & Management Review, 2014, 3, 93-99.	3.4	14
23	Conceptualising visual servicescape aesthetics: An application of environmental psychology. The Marketing Review, 2013, 13, 347-376.	0.1	13
24	Exploring the Role of Technology Readiness in Developing Trust and Loyalty for E-Services. , 2013, , 291-303.		0
25	Comparing the importance of luxury value perceptions in cross-national contexts. Journal of Business Research, 2012, 65, 1417-1424.	10.2	267
26	Modelling the consequences of e‒service quality. Marketing Intelligence and Planning, 2008, 26, 605-620.	3.5	97
27	The moderating role of industrial experience in the job satisfaction, intention to leave relationship: an empirical study among salesmen in India. Journal of Business and Industrial Marketing, 2008, 23, 475-485.	3.0	42
28	Knowledge community: integrating ICT into social development in developing economies. AI and Society, 2007, 21, 329-345.	4.6	8