

Balgopal Singh

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1630331/publications.pdf>

Version: 2024-02-01

12
papers

66
citations

1684188
5
h-index

1720034
7
g-index

12
all docs

12
docs citations

12
times ranked

16
citing authors

#	ARTICLE	IF	CITATIONS
1	Measuring consumerâ€based brand equity of prestigious mass brands using masstige mean score scale. International Journal of Consumer Studies, 2024, 48, .	11.6	5
2	Understanding the Relationship Between Customer Satisfaction, Customer Engagement and Repeat Purchase Behaviour. Vision, 2023, 27, 449-457.	2.4	4
3	Understanding the role of image, quality and price for developing prestigious mass brands. Asia Pacific Journal of Marketing and Logistics, 2023, 35, 533-559.	3.2	7
4	Accreditation and ranking of higher education institutions (HEIs): review, observations and recommendations for the Indian higher education system. TQM Journal, 2022, 34, 1013-1038.	3.3	11
5	Aviation MRO: A comprehensive review of factors affecting productivity of Aircraft Maintenance Organization. , 2022, , .		4
6	Predicting airline passengersâ€™ loyalty using artificial neural network theory. Journal of Air Transport Management, 2021, 94, 102080.	4.5	24
7	Aviation MRO: Impact of Physical Environment Factors on Job Performance in Aircraft Maintenance Organization. Advances in Science, Technology and Engineering Systems, 2020, 5, 148-154.	0.5	0
8	Aviation MRO: A Case Study Of Social Psychology Elements Of Human Factor Affecting Work Performance. , 2019, , .		1
9	Consumer Behavior Toward Mobile Phone Handsets. Lecture Notes in Networks and Systems, 2019, , 61-69.	0.7	3
10	Safety culture in aircraft maintenance organizations of United Arab Emirates. , 2018, , .		1
11	Preparing to lead the bandwagon: A case of growing Indian aviation industry. , 2018, , .		1
12	Conceptualization and Measurement of Consumer Based Brand Equity for Airlines. Indian Journal of Marketing, 2018, 48, 7.	0.4	5