

khathutshelo Mercy Makhitha

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/19355/publications.pdf>

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13
papers

47
citations

1937685

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h-index

1872680

6
g-index

14
all docs

14
docs citations

14
times ranked

37
citing authors

#	ARTICLE	IF	CITATIONS
1	Marketing Strategies Of Small Craft Producers In South Africa: Practices And Challenges. Journal of Applied Business Research, 2016, 32, 663-680.	0.3	13
2	Challenges impacting on small independent retailers performance in Soweto, Johannesburg in South Africa. Investment Management and Financial Innovations, 2016, 13, 258-266.	1.6	9
3	Factors Influencing Generations Y studentsâ€™ Attitude towards Online Shopping. Mediterranean Journal of Social Sciences, 2014, , .	0.2	7
4	Are Small and Medium Enterprises (SMEs) Planning for Strategic Marketing in South Africa?. Foundations of Management, 2016, 8, 243-250.	0.5	4
5	Do small craft businesses need strategic marketing to survive?. Investment Management and Financial Innovations, 2016, 13, 399-404.	1.6	4
6	Understanding The Organisational Buyer Behaviour Of Craft Retailers In South Africa. Journal of Applied Business Research, 2015, 31, 501.	0.3	3
7	Supply Chain Practices And Challenges In The Craft Industry In Gauteng, South Africa. Journal of Applied Business Research, 2015, 31, 2197.	0.3	3
8	The Importance of Supermarket Attributes in Supermarket Choice among University Students. Mediterranean Journal of Social Sciences, 2014, , .	0.2	2
9	Supplier relationship marketing practices and small retailer performance in South Africa. Cogent Business and Management, 2019, 6, 1672490.	2.9	1
10	Risks of using social media as a marketing tool for small producers in a developing country. Risk Governance & Control: Financial Markets & Institutions, 2016, 6, 369-374.	0.5	1
11	The Impact of Years of Buying Experience on Information Sources used by Craft Retailers in South Africa. Mediterranean Journal of Social Sciences, 2014, , .	0.2	0
12	Black consumers perceptions towards luxury brands in South Africa. International Journal of Research in Business and Social Science, 2021, 10, 28-36.	0.3	0
13	Investigating the challenges for the development of independent retailers in South Africa. International Journal of Research in Business and Social Science, 2021, 10, 16-26.	0.3	0