

# Yam B Limbu

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2039797/publications.pdf>

Version: 2024-02-01

42  
papers

1,026  
citations

567281

15  
h-index

454955

30  
g-index

42  
all docs

42  
docs citations

42  
times ranked

718  
citing authors

#	ARTICLE	IF	CITATIONS
1	Does e-learning service quality influence e-learning student satisfaction and loyalty? Evidence from Vietnam. <i>International Journal of Educational Technology in Higher Education</i> , 2019, 16, .	7.6	179
2	Perceived ethics of online retailers and consumer behavioral intentions. <i>Journal of Research in Interactive Marketing</i> , 2012, 6, 133-154.	8.9	115
3	The Health Belief Model Applied to COVID-19 Vaccine Hesitancy: A Systematic Review. <i>Vaccines</i> , 2022, 10, 973.	4.4	98
4	Consumers' perceptions of online ethics and its effects on satisfaction and loyalty. <i>Journal of Research in Interactive Marketing</i> , 2011, 5, 71-89.	8.9	80
5	Empathy, nonverbal immediacy, and salesperson performance: the mediating role of adaptive selling behavior. <i>Journal of Business and Industrial Marketing</i> , 2016, 31, 654-667.	3.0	73
6	Does information and communication technology improve job satisfaction? The moderating role of sales technology orientation. <i>Industrial Marketing Management</i> , 2014, 43, 1236-1245.	6.7	55
7	Credit card literacy and financial well-being of college students. <i>International Journal of Bank Marketing</i> , 2019, 37, 991-1003.	6.4	49
8	Are college students at greater risk of credit card abuse? Age, gender, materialism and parental influence on consumer response to credit cards. <i>Journal of Financial Services Marketing</i> , 2012, 17, 148-162.	3.4	39
9	An examination of humor and endorser effects on consumers' responses to direct-to-consumer advertising. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2012, 6, 23-38.	1.3	37
10	Influence of gender stereotypes on advertising offensiveness and attitude toward advertising in general. <i>International Journal of Advertising</i> , 2016, 35, 846-863.	6.7	37
11	The Convergence of Mirroring and Empathy: Communications Training in Business-to-Business Personal Selling Persuasion Efforts. <i>Journal of Business-to-Business Marketing</i> , 2009, 16, 193-219.	1.5	26
12	Credit card knowledge, social motivation, and credit card misuse among college students. <i>International Journal of Bank Marketing</i> , 2017, 35, 842-856.	6.4	26
13	A review of research on direct-to-consumer advertising of prescription drugs. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2013, 7, 226-243.	1.3	23
14	Technology readiness and purchase intention: role of perceived value and online satisfaction in the context of luxury hotels. <i>International Journal of Management and Decision Making</i> , 2020, 19, 91.	0.1	19
15	Airborne Infrared Search and Track Systems. <i>Defence Science Journal</i> , 2007, 57, 739-753.	0.8	17
16	The Influence of Statistical versus Exemplar Appeals on Indian Adults' Health Intentions: An Investigation of Direct Effects and Intervening Persuasion Processes. <i>Health Communication</i> , 2017, 32, 427-437.	3.1	13
17	Consumers' Trust in Food Quality and Willingness to Pay More for National Parks Brands: Preliminary Evidence From Italy. <i>Journal of International Food and Agribusiness Marketing</i> , 2017, 29, 120-138.	2.1	12
18	Corporate social responsibility and hospital brand advocacy. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2020, 14, 159-174.	1.3	12

#	ARTICLE	IF	CITATIONS
19	Antecedents and Consequences of Attitudes toward Direct-to-Consumer Advertising of Prescription Drugs. <i>Journal of Current Issues and Research in Advertising</i> , 2010, 32, 59-70.	4.3	11
20	Content and compliance of pharmaceutical social media marketing. <i>Marketing Intelligence and Planning</i> , 2016, 34, 977-999.	3.5	11
21	Nutritional knowledge, attitude, and use of food labels among Indian adults with multiple chronic conditions. <i>British Food Journal</i> , 2019, 121, 1480-1494.	2.9	11
22	Visual Analytics of Twitter Conversations about Corporate Sponsors of FC Barcelona and Juventus at the 2015 UEFA Final. <i>International Journal of Sports Marketing and Sponsorship</i> , 2015, 16, 3-9.	1.4	10
23	Dimensions of materialism and credit card usage: an application and extension of the theory of planned behavior in Bangladesh. <i>Journal of Financial Services Marketing</i> , 2018, 23, 200-209.	3.4	10
24	A Longitudinal Examination of FDA Warning and Untitled Letters Issued to Pharmaceutical Companies for Violations in Drug Promotion Standards. <i>Journal of Consumer Affairs</i> , 2019, 53, 3-23.	2.3	10
25	Attitudes toward Star Ratings: Generational Differences among Indian Consumers. <i>Journal of Global Marketing</i> , 2018, 31, 128-141.	3.4	8
26	Climbing the down escalator. <i>European Journal of Marketing</i> , 2019, 53, 2348-2372.	2.9	7
27	Dietary supplement usage during pregnancy and lactation: role of online social capital and health information-seeking behaviour. <i>British Food Journal</i> , 2020, 123, 31-47.	2.9	6
28	Understanding Vietnamese Consumer Intention to Use Online Retailer Websites. <i>International Journal of E-Adoption</i> , 2020, 12, 1-15.	1.0	5
29	Applications of Balance Theory to Faculty Effectiveness: An Assessment. <i>Marketing Education Review</i> , 2012, 22, 109-120.	1.3	4
30	The determinants and consequences of website credibility in e-retailing: examining the roles of ethical issues. <i>International Journal of Electronic Marketing and Retailing</i> , 2018, 9, 89.	0.2	4
31	Exploring how structural and cognitive social capital influence preventive health behavior. <i>Health Education</i> , 2018, 118, 370-385.	0.9	4
32	Investigating Processes Linking Emotional Response to Impressions of Weight-loss Testimonials: The Role of Message Framing and Perceived Risk. <i>Communication Studies</i> , 2020, 71, 823-841.	1.2	4
33	Creative Advertising Executions Encourage the Processing Advantages of Product Familiarity. <i>Journal of Current Issues and Research in Advertising</i> , 2020, 41, 206-228.	4.3	4
34	Ethical Issues in Pharmaceutical Marketing: A Systematic Review and Future Research Agenda. <i>Journal of Global Marketing</i> , 2022, 35, 1-20.	3.4	4
35	The determinants and consequences of website credibility in e-retailing: examining the roles of ethical issues. <i>International Journal of Electronic Marketing and Retailing</i> , 2018, 9, 89.	0.2	2
36	The role of conditional factors in testimonial health messaging: re-examining the influence of self vs. relational goals. <i>Atlantic Journal of Communication</i> , 0, , 1-18.	1.0	1

#	ARTICLE	IF	CITATIONS
37	Nutrition Knowledge and Diet: Exploring the Influence of Social and Informational Factors in an Indian Adult Population. American Journal of Health Education, 2018, 49, 312-325.	0.6	0
38	Understanding Vietnamese Consumer Intention to Use Online Retailer Websites. , 2021, , 984-999.		0
39	Facebook usage intensity and compulsive buying tendency: the mediating role of envy, self-esteem, and self-promotion and the moderating role of depression. International Journal of Electronic Marketing and Retailing, 2021, 12, 69.	0.2	0
40	Pharmaceutical direct-to-consumer advertising: past, present, and future. International Journal of Pharmaceutical and Healthcare Marketing, 2013, 7, .	1.3	0
41	Direct-To-Consumer Advertising: A Review and Agenda for Future Research. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2016, , 177-180.	0.2	0
42	Direct-to-Consumer Prescription Drug Websites: The Moderating Roles of Perceived Risk and Product Category Knowledge. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2016, , 114-117.	0.2	0