

Yuhanis Abdul Aziz

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2317402/publications.pdf>

Version: 2024-02-01

9
papers

417
citations

1478505

6
h-index

1720034

7
g-index

10
all docs

10
docs citations

10
times ranked

352
citing authors

#	ARTICLE	IF	CITATIONS
1	The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach. <i>Journal of International Food and Agribusiness Marketing</i> , 2013, 25, 1-23.	2.1	248
2	An investigation of key competitiveness indicators and drivers of full-service airlines using Delphi and AHP techniques. <i>Journal of Air Transport Management</i> , 2016, 52, 23-34.	4.5	61
3	Institutionalizing corporate social responsibility: effects on corporate reputation, culture, and legitimacy in Malaysia. <i>Social Responsibility Journal</i> , 2013, 9, 344-361.	2.9	44
4	Building a unique online corporate identity. <i>Marketing Intelligence and Planning</i> , 2013, 31, 451-471.	3.5	35
5	Measuring the influence and impact of competitiveness research: a Web of Science approach. <i>Scientometrics</i> , 2015, 105, 773-788.	3.0	11
6	Consumers' Perceptions of Green Marketing in the Hotel Industry. <i>Asian Social Science</i> , 2015, 12, 1.	0.2	10
7	Examining the impact of visual presentations and online reviews on hotel booking intentions. <i>Tourism and Hospitality Research</i> , 2021, 21, 402-417.	3.8	8
8	Event Sustainability Practices Among Professional Company Organizers: An Exploratory Study. <i>Jurnal Teknologi (Sciences and Engineering)</i> , 2013, 64, .	0.4	0
9	Environmental management practices in the SME hospitality industry: Mediating impact of managers' commitment to institutional pressures and EMS implementation.. <i>Journal of Emerging Economies and Islamic Research</i> , 2021, 9, 1.	0.6	0