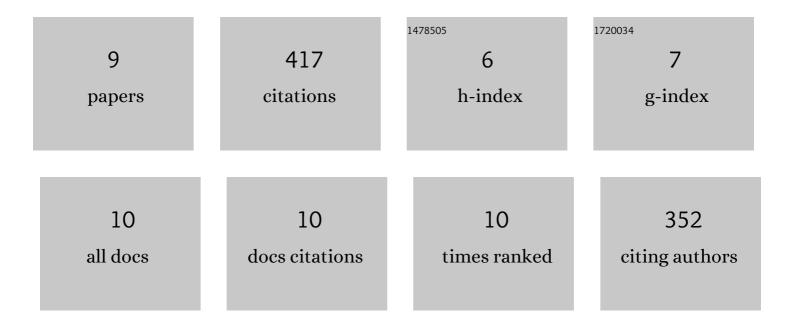
Yuhanis Abdul Aziz

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/2317402/publications.pdf Version: 2024-02-01



#	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. Journal of International Food and Agribusiness Marketing, 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. Journal of Air Transport Management, 2016, 52, 23-34.	4.5	61
3	Institutionalizing corporate social responsibility: effects on corporate reputation, culture, and legitimacy in Malaysia. Social Responsibility Journal, 2013, 9, 344-361.	2.9	44
4	Building a unique online corporate identity. Marketing Intelligence and Planning, 2013, 31, 451-471.	3.5	35
5	Measuring the influence and impact of competitiveness research: a Web of Science approach. Scientometrics, 2015, 105, 773-788.	3.0	11
6	Consumers' Perceptions of Green Marketing in the Hotel Industry. Asian Social Science, 2015, 12, 1.	0.2	10
7	Examining the impact of visual presentations and online reviews on hotel booking intentions. Tourism and Hospitality Research, 2021, 21, 402-417.	3.8	8
8	Event Sustainability Practices Among Professonal Company Organizers: An Exploratory Study. Jurnal Teknologi (Sciences and Engineering), 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 Journal of Emerging Economies and Islamic Research, 2021, 9, 1	0.6	0