

# Rituparna Basu

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2372676/publications.pdf>

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citing authors

#	ARTICLE	IF	CITATIONS
1	Antecedents of Online Purchase Intention Among Ageing Consumers. Global Business Review, 2023, 24, 1041-1057.	3.1	12
2	Profiling the online premium brand consumers based on their fashion orientation. Asia Pacific Journal of Marketing and Logistics, 2022, ahead-of-print, .	3.2	2
3	Effect of eWOM stimuli and eWOM response on perceived service quality and online recommendation. Tourism Recreation Research, 2021, 46, 457-472.	4.9	30
4	Online versus offline: preferred retail choice for premium brand purchase. International Journal of Retail and Distribution Management, 2021, 49, 1447-1463.	4.7	12
5	Profiling emerging market investors: a segmentation approach. International Journal of Bank Marketing, 2018, 36, 441-455.	6.4	10
6	Q&A: What Barriers Do Women Face in Becoming High-Tech Entrepreneurs in Rural India?. Technology Innovation Management Review, 2018, 8, 33-36.	1.4	0
7	Effect of eWOM Valence on Online Retail Sales. Global Business Review, 2017, 18, 198-209.	3.1	41
8	Trends and Future Directions in Online Marketing Research. Journal of Internet Commerce, 2017, 16, 1-31.	5.5	19
9	A tri-component model of parental attitude: acceptance of child's role in family decision making. International Journal of Indian Culture and Business Management, 2016, 12, 237.	0.1	1
10	An Empirical Analysis of Purchase Behaviour for Football Ancillaries: An Emerging Market Perspective. Global Business Review, 2015, 16, 879-890.	3.1	3
11	Are They Really Different? A Study on Apparel Shoppers's™ Retail Format Perception in USA and India. Global Business Review, 2015, 16, 123-136.	3.1	7
12	Do apparel store formats matter to Indian shoppers?. International Journal of Retail and Distribution Management, 2014, 42, 698-716.	4.7	14
13	Role of children in family purchase across Indian parental clusters. Young Consumers, 2014, 15, 365-379.	3.5	16
14	Child socialization practices: Implications for retailers in emerging markets. Journal of Retailing and Consumer Services, 2014, 21, 797-803.	9.4	24
15	Entrepreneurship Education in India: A Critical Assessment and a Proposed Framework. Technology Innovation Management Review, 2014, 4, 5-10.	1.4	21