

# Rituparna Basu

## List of Publications by Year in descending order

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

Version: 2024-02-01

15  
papers

212  
citations

1162889

8  
h-index

1125617

13  
g-index

17  
all docs

17  
docs citations

17  
times ranked

157  
citing authors

#	ARTICLE	IF	CITATIONS
1	Antecedents of Online Purchase Intention Among Ageing Consumers. <i>Global Business Review</i> , 2023, 24, 1041-1057.	1.6	12
2	Profiling the online premium brand consumers based on their fashion orientation. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2022, ahead-of-print, .	1.8	2
3	Effect of eWOM stimuli and eWOM response on perceived service quality and online recommendation. <i>Tourism Recreation Research</i> , 2021, 46, 457-472.	3.3	30
4	Online versus offline: preferred retail choice for premium brand purchase. <i>International Journal of Retail and Distribution Management</i> , 2021, 49, 1447-1463.	2.7	12
5	Profiling emerging market investors: a segmentation approach. <i>International Journal of Bank Marketing</i> , 2018, 36, 441-455.	3.6	10
6	Q&A. What Barriers Do Women Face in Becoming High-Tech Entrepreneurs in Rural India?. <i>Technology Innovation Management Review</i> , 2018, 8, 33-36.	1.0	0
7	Effect of eWOM Valence on Online Retail Sales. <i>Global Business Review</i> , 2017, 18, 198-209.	1.6	41
8	Trends and Future Directions in Online Marketing Research. <i>Journal of Internet Commerce</i> , 2017, 16, 1-31.	3.5	19
9	A tri-component model of parental attitude: acceptance of child's role in family decision making. <i>International Journal of Indian Culture and Business Management</i> , 2016, 12, 237.	0.1	1
10	An Empirical Analysis of Purchase Behaviour for Football Ancillaries: An Emerging Market Perspective. <i>Global Business Review</i> , 2015, 16, 879-890.	1.6	3
11	Are They Really Different? A Study on Apparel Shoppers's™ Retail Format Perception in USA and India. <i>Global Business Review</i> , 2015, 16, 123-136.	1.6	7
12	Do apparel store formats matter to Indian shoppers?. <i>International Journal of Retail and Distribution Management</i> , 2014, 42, 698-716.	2.7	14
13	Role of children in family purchase across Indian parental clusters. <i>Young Consumers</i> , 2014, 15, 365-379.	2.3	16
14	Child socialization practices: Implications for retailers in emerging markets. <i>Journal of Retailing and Consumer Services</i> , 2014, 21, 797-803.	5.3	24
15	Entrepreneurship Education in India: A Critical Assessment and a Proposed Framework. <i>Technology Innovation Management Review</i> , 2014, 4, 5-10.	1.0	21