Touzani Mourad

List of Publications by Year
in descending order

15 papers	370 citations	1163117 8 h-index	1281871 11 g-index
15 all docs	15 docs citations	15 times ranked	359 citing authors

#	Article	IF	Citations
1	Marketing to the (new) generations: summary and perspectives. Journal of Strategic Marketing, 2017, 25, 179-189.	5.5	96
2	Ranking marketing journals using the Google Scholar-based hg-index. Journal of Informetrics, 2010, 4, 107-117.	2.9	86
3	Breaking bread with Abrahamâ€™s children: Christians, Jews and Muslimsâ€™ holiday consumption in dominant, minority and diasporic communities. Journal of the Academy of Marketing Science, 2011, 39, 429-448.	11.2	43
4	A literature review of service research since 1993. Journal of Service Science, 2010, 2, 173-212.	0.4	40
5	Ranking Marketing Journals Using the Search Engine Google Scholar. Marketing Education Review, 2010, 20, 229-247.	1.3	28
6	The moderating role of attachment styles in emotional bonding with service providers. Journal of Consumer Behaviour, 2017, 16, 145-160.	4.2	28
7	Connecto ergo sum! an exploratory study of the motivations behind the usage of connected objects. Information and Management, 2018, 55, 472-481.	6.5	23
8	Retail stressors in the Middle East/North Africa region. Journal of Business Research, 2016, 69, 726-735.	10.2	10
9	Marketing Communications, Acculturation in Situ, and the Legacy of Colonialism in Revolutionary Times. Journal of Macromarketing, 2016, 36, 215-228.	2.6	10
10	Re-arranging dressing practices: The role of objects in spreading ugly luxury. Journal of Business Research, 2022, 145, 784-800.	10.2	4
11	Ranking service science journals using the Google Scholar-based hg-index. Journal of Service Science Research, 2015, 7, 1-20.	0.8	1
12	An Examination of the Factors Influencing Consumersâ€™ Visit of C2C Websites. International Journal of Online Marketing, 2012, 2, 52-69.	1.1	1
13	Corporate Reputation and C2C Websites. International Journal of Online Marketing, 2016, 6, 1-11.	1.1	0
14	Motivations and Inhibitions Behind the Adoption and Continuous Use of IoT Wearable Devices: Exploring and Comparing Three Major Frameworks. Lecture Notes in Business Information Processing, 2019, , 323-341.	1.0	0
15	Sustainability goals implementation in the era of digitalisation: Evidence from MENA region. Journal of Customer Behavior, 2020, 19, 199-201.	0.0	0