

Touzani Mourad

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2487290/publications.pdf>

Version: 2024-02-01

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