

Tai Anh Kieu

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2508849/publications.pdf>

Version: 2024-02-01

9
papers

308
citations

1478505

6
h-index

1720034

7
g-index

11
all docs

11
docs citations

11
times ranked

120
citing authors

#	ARTICLE	IF	CITATIONS
1	Digital transformation in financial services provision: a Nigerian perspective to the adoption of chatbot. <i>Journal of Enterprising Communities</i> , 2021, 15, 258-281.	2.5	107
2	The implications of artificial intelligence on the digital marketing of financial services to vulnerable customers. <i>Australasian Marketing Journal</i> , 2021, 29, 235-242.	5.4	92
3	Qualitatively exploring the effect of change in the residential environment on travel behaviour. <i>Travel Behaviour & Society</i> , 2019, 17, 26-35.	5.0	57
4	Ethically minded consumer behaviour in Vietnam. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2019, 31, 609-626.	3.2	25
5	Examining consumer behaviour in the UK Energy sector through the sentimental and thematic analysis of tweets. <i>Journal of Consumer Behaviour</i> , 2021, 20, 218-230.	4.2	18
6	The contingent roles of perceived budget fairness, budget goal commitment and vertical information sharing in driving work performance. <i>Journal of Asian Business and Economic Studies</i> , 2019, 26, 98-116.	2.5	6
7	What Really Drives Customer-Brand Relationships? Evidence from an Emerging Market: An Abstract. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2018, , 5-6.	0.2	0
8	Construing Ethical Consumer Behaviour through Mindfulness: An Abstract. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2020, , 391-392.	0.2	0
9	Mindfulness Approach to Ethical Consumption. Impact of Meat Consumption on Health and Environmental Sustainability, 2020, , 289-304.	0.4	0