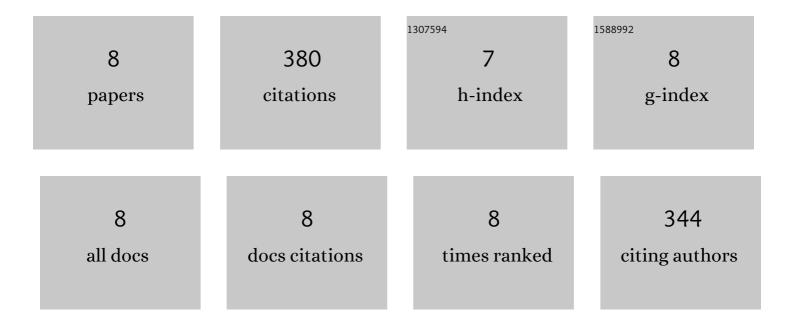
## Sr Nikhashemi

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/2760220/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Branding antecedents of consumer need for uniqueness: a behavioural approach to globalness vs. localness. Journal of Marketing Communications, 2022, 28, 392-427.	4.0	3
2	Augmented reality in smart retailing: A (n) (A) Symmetric Approach to continuous intention to use retail brands' mobile AR apps. Journal of Retailing and Consumer Services, 2021, 60, 102464.	9.4	100
3	Uncovering the roles of retail brand experience and brand love in the apparel industry: Non-linear structural equation modelling approach. Journal of Retailing and Consumer Services, 2019, 48, 122-135.	9.4	55
4	A(n) (a)symmetric perspective towards task-technology-performance fit in mobile app industry. Journal of Enterprise Information Management, 2019, 32, 887-912.	7.5	11
5	A bibliometric analysis of social media in hospitality and tourism research. International Journal of Contemporary Hospitality Management, 2019, 31, 2691-2719.	8.0	73
6	The chain of effects from brand personality and functional congruity to stages of brand loyalty. Asia Pacific Journal of Marketing and Logistics, 2018, 30, 84-105.	3.2	29
7	Organizational factors and process capabilities in a KM strategy: toward a unified theory. Journal of Management Development, 2017, 36, 560-580.	2.1	38
8	Generation Y consumers' buying behaviour in fashion apparel industry: a moderation analysis. Journal of Fashion Marketing and Management, 2017, 21, 523-543.	2.2	71