

Sr Nikhashemi

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2760220/publications.pdf>

Version: 2024-02-01

8
papers

380
citations

1307594

7
h-index

1588992

8
g-index

8
all docs

8
docs citations

8
times ranked

344
citing authors

| # | ARTICLE | IF | CITATIONS |
|---|---|-----|-----------|
| 1 | Branding antecedents of consumer need for uniqueness: a behavioural approach to globalness vs. localness. <i>Journal of Marketing Communications</i> , 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. <i>Journal of Retailing and Consumer Services</i> , 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. <i>Journal of Retailing and Consumer Services</i> , 2019, 48, 122-135. | 9.4 | 55 |
| 4 | A(n) (a)symmetric perspective towards task-technology-performance fit in mobile app industry. <i>Journal of Enterprise Information Management</i> , 2019, 32, 887-912. | 7.5 | 11 |
| 5 | A bibliometric analysis of social media in hospitality and tourism research. <i>International Journal of Contemporary Hospitality Management</i> , 2019, 31, 2691-2719. | 8.0 | 73 |
| 6 | The chain of effects from brand personality and functional congruity to stages of brand loyalty. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2018, 30, 84-105. | 3.2 | 29 |
| 7 | Organizational factors and process capabilities in a KM strategy: toward a unified theory. <i>Journal of Management Development</i> , 2017, 36, 560-580. | 2.1 | 38 |
| 8 | Generation Y consumers'™ buying behaviour in fashion apparel industry: a moderation analysis. <i>Journal of Fashion Marketing and Management</i> , 2017, 21, 523-543. | 2.2 | 71 |