

Sreejesh S

List of Publications by Year in descending order

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Version: 2024-02-01

36
papers

915
citations

471371

17
h-index

501076

28
g-index

36
all docs

36
docs citations

36
times ranked

733
citing authors

#	ARTICLE	IF	CITATIONS
1	Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations. <i>Journal of Hospitality and Tourism Management</i> , 2017, 31, 83-89.	3.5	194
2	Service quality versus service experience: An empirical examination of the consequential effects in B2B services. <i>Industrial Marketing Management</i> , 2019, 82, 52-69.	3.7	68
3	Consumer response towards social media advertising: Effect of media interactivity, its conditions and the underlying mechanism. <i>International Journal of Information Management</i> , 2020, 54, 102155.	10.5	54
4	Effect of information content and form on customers' attitude and transaction intention in mobile banking. <i>International Journal of Bank Marketing</i> , 2016, 34, 1092-1113.	3.6	39
5	Validating a scale to measure consumer's luxury brand aspiration. <i>Journal of Product and Brand Management</i> , 2016, 25, 465-478.	2.6	36
6	An empirical study on consumer motives and attitude towards adoption of electric vehicles in India: Policy implications for stakeholders. <i>Energy Policy</i> , 2022, 165, 112941.	4.2	34
7	Examining the Deferred Effects of Gaming Platform and Game Speed of Advergaming on Memory, Attitude, and Purchase Intention. <i>Journal of Interactive Marketing</i> , 2021, 55, 52-66.	4.3	33
8	Effect of nature of the game on ad-persuasion in online gaming context. <i>Internet Research</i> , 2017, 27, 52-73.	2.7	32
9	What we know and need to know about the gamification of advertising. <i>European Journal of Marketing</i> , 2019, 53, 607-634.	1.7	29
10	You are so embarrassing, still, I hate you less! Investigating consumers' brand embarrassment and brand hate. <i>Journal of Brand Management</i> , 2020, 27, 93-107.	2.0	28
11	Investigating the effects of product innovation and ingredient branding strategies on brand equity of food products. <i>British Food Journal</i> , 2015, 117, 523-537.	1.6	25
12	The impact of other customer perception on consumer-brand relationships. <i>Journal of Service Theory and Practice</i> , 2018, 28, 130-146.	1.9	25
13	The differential association of workplace conflicts on employee well-being. <i>International Journal of Conflict Management</i> , 2019, 30, 680-705.	1.0	25
14	Investigating the Process Through which E-Servicescape Creates E-Loyalty in Travel and Tourism Websites. <i>Journal of Travel and Tourism Marketing</i> , 2017, 34, 20-39.	3.1	24
15	Effect of information quality of employment website on attitude toward the website. <i>International Journal of Manpower</i> , 2017, 38, 729-745.	2.5	24
16	Effects of cognition demand, mode of interactivity and brand anthropomorphism on gamers' brand attention and memory in advergames. <i>Computers in Human Behavior</i> , 2017, 70, 575-588.	5.1	23
17	Effects of brand placement strength, prior game playing experience and game involvement on brand recall in advergames. <i>Journal of Indian Business Research</i> , 2015, 7, 292-312.	1.2	21
18	The impacts of customers' observed severity and agreement on hotel booking intentions: moderating role of webcare and mediating role of trust in negative online reviews. <i>Tourism Review</i> , 2016, 71, 77-89.	3.8	20

#	ARTICLE	IF	CITATIONS
19	The impact of customer's perceived service innovativeness on image congruence, satisfaction and behavioral outcomes. <i>Journal of Hospitality and Tourism Technology</i> , 2015, 6, 288-310.	2.5	19
20	Process conflict and employee well-being. <i>International Journal of Conflict Management</i> , 2019, 30, 462-489.	1.0	19
21	Does game rules work as a game changer? Analyzing the effect of rule orientation on brand attention and memory in advergames. <i>Computers in Human Behavior</i> , 2018, 81, 325-339.	5.1	18
22	Managing customer's undesirable responses towards hospitality service brands during service failure: The moderating role of other customer perception. <i>International Journal of Hospitality Management</i> , 2021, 94, 102873.	5.3	18
23	Impact of nature of advergames on brand recall and brand attitude among young Indian gamers: moderating roles of game-product congruence and persuasion knowledge. <i>Young Consumers</i> , 2015, 16, 454-467.	2.3	16
24	Digital healthcare retail: role of presence in creating patients' experience. <i>International Journal of Retail and Distribution Management</i> , 2021, ahead-of-print, .	2.7	12
25	Can healthcare servicescape affect customer's attitude? A study of the mediating role of image congruence and moderating role of customer's prior experience. <i>Asia-Pacific Journal of Business Administration</i> , 2016, 8, 106-126.	1.5	11
26	CSR through social media: examining the intervening factors. <i>Marketing Intelligence and Planning</i> , 2019, 38, 103-120.	2.1	10
27	Can online service recovery interventions benignly alter customer's negative review evaluations? Evidence from the hotel industry. <i>Journal of Hospitality Marketing and Management</i> , 2019, 28, 711-742.	5.1	10
28	Examining the roles played by a store satisfaction-love framework in shaping the influence of store loyalty programs. <i>Management Research Review</i> , 2016, 39, 879-898.	1.5	9
29	A qualitative investigation of e-tail brand affect. <i>Marketing Intelligence and Planning</i> , 2018, 36, 365-380.	2.1	9
30	Developing responsible consumption behaviours through social media platforms: sustainable brand practices as message cues. <i>Information Technology and People</i> , 2023, 36, 532-563.	1.9	9
31	Examining the role of customers' intrinsic motivation on continued usage of mobile banking: a relational approach. <i>International Journal of Bank Marketing</i> , 2022, 40, 87-109.	3.6	6
32	Impact of Informational Characteristics of the Recruitment Website on Graduating Students' Job Pursuit Intention. <i>International Journal of Human Capital and Information Technology Professionals</i> , 2019, 10, 1-19.	0.5	5
33	Investigating the roles of hotel brand relationship norms in generating relationship satisfaction and commitment. <i>International Journal of Contemporary Hospitality Management</i> , 2019, 31, 309-329.	5.3	5
34	Impact of other customers in high and low involvement services. <i>Journal of Indian Business Research</i> , 2017, 9, 41-58.	1.2	4
35	Does Better Corporate Governance and Legal Framework Result in Ethical Behaviour of Firms in Emerging Markets? An Examination Using Partial Least Square Estimation. <i>Indian Journal of Corporate Governance</i> , 2012, 5, 90-107.	0.5	1
36	The effects of ad-context congruity on ad persuasion: A research framework exploring the moderating roles of consumer motives and argument strength. <i>The Marketing Review</i> , 2017, 17, 147-161.	0.1	0