

# Justin Paul

## List of Publications by Year in descending order

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Version: 2024-02-01

154  
papers

13,445  
citations

34016

52  
h-index

28224

105  
g-index

159  
all docs

159  
docs citations

159  
times ranked

5688  
citing authors

#	ARTICLE	IF	CITATIONS
1	Organizational Ambidexterity: A Review and Research Agenda. IEEE Transactions on Engineering Management, 2024, 71, 121-137.	2.4	31
2	High and Low Impulsive Buying in Social Commerce: A SPAR-4-SLR and fsQCA Approach. IEEE Transactions on Engineering Management, 2024, 71, 2226-2240.	2.4	8
3	Impact of nation brand experience on nation brand loyalty, and positive WOM in a changing environment: the role of nation brand love. International Marketing Review, 2023, 40, 28-48.	2.2	6
4	Theory of dogmatism, personality traits and shopping behavior. European Management Journal, 2023, 41, 302-311.	3.1	6
5	Role of socioemotional wealth (SEW) in the internationalisation of family firms. International Journal of Entrepreneurial Behaviour and Research, 2023, 29, 1-26.	2.3	5
6	Healthcare apps™ purchase intention: A consumption values perspective. Technovation, 2023, 120, 102481.	4.2	50
7	The virality of advertising content. Journal of Research in Interactive Marketing, 2023, 17, 374-397.	7.2	3
8	Demystifying tourists™ intention to purchase travel online: the moderating role of technical anxiety and attitude. Current Issues in Tourism, 2023, 26, 2164-2183.	4.6	10
9	Resolving complaints online: development and validation of customers™ perceived webcare scale. Journal of Strategic Marketing, 2022, 30, 260-280.	3.7	4
10	A retrospective of the <i>Journal of Strategic Marketing</i> from 1993 to 2019 using bibliometric analysis. Journal of Strategic Marketing, 2022, 30, 239-259.	3.7	11
11	The soft skills gap: a bottleneck in the talent supply in emerging economies. International Journal of Human Resource Management, 2022, 33, 2630-2661.	3.3	19
12	The role of organismic integration theory in marketing science: A systematic review and research agenda. European Management Journal, 2022, 40, 208-223.	3.1	20
13	Forty years of European Management Journal: A bibliometric overview. European Management Journal, 2022, 40, 10-28.	3.1	19
14	Covid-19 pandemic and <scp>consumer-employee-organization</scp> wellbeing: A dynamic capability theory approach. Journal of Consumer Affairs, 2022, 56, 359-390.	1.2	86
15	Consumer ethics: A review and research agenda. Psychology and Marketing, 2022, 39, 111.	4.6	48
16	Consumers' choice behavior: An interactive effect of expected eudaimonic well-being and green altruism. Business Strategy and the Environment, 2022, 31, 94-109.	8.5	45
17	Mobile shoppers™ response to Covid-19 phobia, pessimism and smartphone addiction: Does social influence matter?. Technological Forecasting and Social Change, 2022, 174, 121249.	6.2	70
18	The personalisation-privacy paradox: Consumer interaction with smart technologies and shopping mall loyalty. Computers in Human Behavior, 2022, 126, 106976.	5.1	48

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19	Eco-friendly hotel stay and environmental attitude: A value-attitude-behaviour perspective. <i>International Journal of Hospitality Management</i> , 2022, 100, 103094.	5.3	66
20	Role of emerging markets vis-à-vis frontier markets in improving portfolio diversification benefits. <i>International Review of Economics and Finance</i> , 2022, 78, 95-121.	2.2	7
21	Deciphering the impact of responsiveness on customer satisfaction, cross-buying behaviour, revisit intention and referral behaviour. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2022, 34, 2052-2072.	1.8	10
22	Like it or not! Brand communication on social networking sites triggers consumer-based brand equity. <i>International Journal of Consumer Studies</i> , 2022, 46, 1381-1398.	7.2	43
23	Examining the role of consumer impulsiveness in multiple app usage behavior among mobile shoppers. <i>Journal of Business Research</i> , 2022, 140, 657-669.	5.8	50
24	Impact of energy efficiency-based ICT adoptions on prosumers and consumers. <i>Journal of Cleaner Production</i> , 2022, 331, 130008.	4.6	20
25	Determinants of adoption of latest version smartphones: Theory and evidence. <i>Technological Forecasting and Social Change</i> , 2022, 175, 121410.	6.2	25
26	The role of brand experience, brand resonance and brand trust in luxury consumption. <i>Journal of Retailing and Consumer Services</i> , 2022, 66, 102895.	5.3	34
27	Effect of online social media marketing efforts on customer response. <i>Journal of Consumer Behaviour</i> , 2022, 21, 554-571.	2.6	22
28	The bright side of online consumer behavior: Continuance intention for mobile payments. <i>Journal of Consumer Behaviour</i> , 2022, 21, 523-542.	2.6	72
29	Frugal innovations: A multidisciplinary review & agenda for future research. <i>Journal of Business Research</i> , 2022, 142, 914-929.	5.8	35
30	Bandwagon effect revisited: A systematic review to develop future research agenda. <i>Journal of Business Research</i> , 2022, 143, 305-317.	5.8	19
31	Mass prestige, brand happiness and brand evangelism among consumers. <i>Journal of Business Research</i> , 2022, 144, 484-496.	5.8	36
32	Revisiting models of internationalization: Pre-export phase and lateral rigidity of emerging market Small and Medium Enterprises. <i>Thunderbird International Business Review</i> , 2022, 64, 125-138.	0.9	4
33	The role of sensory marketing and brand experience in building emotional attachment and brand loyalty in luxury retail stores. <i>Psychology and Marketing</i> , 2022, 39, 1398-1412.	4.6	37
34	Meta-analysis and traditional systematic literature reviews—What, why, when, where, and how?. <i>Psychology and Marketing</i> , 2022, 39, 1099-1115.	4.6	89
35	Consumers' untrust and behavioral intentions in the backdrop of hotel booking attributes. <i>International Journal of Contemporary Hospitality Management</i> , 2022, 34, 2026-2047.	5.3	14
36	Relationships among actors within the sharing economy: Meta-analytics review. <i>International Journal of Hospitality Management</i> , 2022, 103, 103215.	5.3	6

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37	Role of social media on mobile banking adoption among consumers. <i>Technological Forecasting and Social Change</i> , 2022, 180, 121720.	6.2	21
38	Blockchain for SME Clusters: An Ideation using the Framework of Ostrom Commons Governance. <i>Information Systems Frontiers</i> , 2022, 24, 1125-1143.	4.1	10
39	The internationalization of Australian innovative small&medium enterprises utilizing wholly foreign-owned entities in China. <i>Thunderbird International Business Review</i> , 2022, 64, 285-299.	0.9	2
40	Deciphering "Urge to Buy": A Meta-Analysis of Antecedents. <i>International Journal of Market Research</i> , 2022, 64, 773-798.	2.8	12
41	Examining guests' experience in luxury hotels: evidence from an emerging market. <i>Journal of Marketing Management</i> , 2022, 38, 1278-1306.	1.2	9
42	Perceived usefulness of online customer reviews: A review mining approach using machine learning & exploratory data analysis. <i>Journal of Business Research</i> , 2022, 150, 147-164.	5.8	36
43	Visual merchandising and store atmospherics: An integrated review and future research directions. <i>Journal of Business Research</i> , 2022, 151, 397-408.	5.8	31
44	Factors impacting innovation performance for entrepreneurs in India. <i>International Journal of Entrepreneurial Behaviour and Research</i> , 2021, 27, 356-377.	2.3	6
45	Determinants of mobile apps adoption among young adults: theoretical extension and analysis. <i>Journal of Marketing Communications</i> , 2021, 27, 481-509.	2.7	51
46	Five decades of research on foreign direct investment by MNEs: An overview and research agenda. <i>Journal of Business Research</i> , 2021, 124, 800-812.	5.8	163
47	Internationalization challenges for SMEs: evidence and theoretical extension. <i>European Business Review</i> , 2021, 33, 316-344.	1.9	15
48	Rethinking the bottom of the pyramid: Towards a new marketing mix. <i>Journal of Retailing and Consumer Services</i> , 2021, 58, 102275.	5.3	27
49	E-service quality and e-retailers: Attribute-based multi-dimensional scaling. <i>Computers in Human Behavior</i> , 2021, 115, 106608.	5.1	40
50	Do brands make consumers happy?- A masstige theory perspective. <i>Journal of Retailing and Consumer Services</i> , 2021, 58, 102318.	5.3	57
51	Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. <i>Journal of Business Research</i> , 2021, 122, 608-620.	5.8	165
52	Hyper-personalization, co-creation, digital clienteling and transformation. <i>Journal of Business Research</i> , 2021, 124, 12-23.	5.8	48
53	The effect of assortment and fulfillment on shopping assistance and efficiency: An e-tail servicescape perspective. <i>Journal of Retailing and Consumer Services</i> , 2021, 59, 102393.	5.3	27
54	An innovation resistance theory perspective on purchase of eco-friendly cosmetics. <i>Journal of Retailing and Consumer Services</i> , 2021, 59, 102369.	5.3	105

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55	Examining m-coupon redemption intention among consumers: A moderated moderated-mediation and conditional model. <i>International Journal of Information Management</i> , 2021, 57, 102288.	10.5	22
56	Non-deceptive counterfeit purchase behavior of luxury fashion products. <i>Journal of Consumer Behaviour</i> , 2021, 20, 1078-1091.	2.6	30
57	Strategic CSR-brand fit and customers' brand passion: Theoretical extension and analysis. <i>Psychology and Marketing</i> , 2021, 38, 759-773.	4.6	33
58	Introduction: the role and relevance of literature reviews and research in the Asia Pacific. <i>Asia Pacific Business Review</i> , 2021, 27, 145-149.	2.0	8
59	Does social influence turn pessimistic consumers green?. <i>Business Strategy and the Environment</i> , 2021, 30, 2937-2950.	8.5	29
60	Three decades of export competitiveness literature: systematic review, synthesis and future research agenda. <i>International Marketing Review</i> , 2021, 38, 1082-1111.	2.2	35
61	Use of microblogging platform for digital communication in politics. <i>Journal of Business Research</i> , 2021, 127, 322-331.	5.8	6
62	Scientific procedures and rationales for systematic literature reviews (SPAR-4LR). <i>International Journal of Consumer Studies</i> , 2021, 45, O1.	7.2	505
63	The creation and development of learning organizations: a review. <i>Journal of Knowledge Management</i> , 2021, 25, 2540-2566.	3.2	18
64	Intrinsic motivation of luxury consumers in an emerging market. <i>Journal of Retailing and Consumer Services</i> , 2021, 61, 102531.	5.3	66
65	Tell us your concern, and we shall together address! Role of service booking channels and brand equity on post-failure outcomes. <i>International Journal of Hospitality Management</i> , 2021, 96, 102982.	5.3	8
66	Forty-five years of <i>International Journal of Consumer Studies</i> : A bibliometric review and directions for future research. <i>International Journal of Consumer Studies</i> , 2021, 45, 937-963.	7.2	119
67	Neuroentrepreneurship: an integrative review and research agenda. <i>Entrepreneurship and Regional Development</i> , 2021, 33, 863-893.	2.0	17
68	Individual motivation and social media influence on student knowledge sharing and learning performance: Evidence from an emerging economy. <i>Computers and Education</i> , 2021, 172, 104262.	5.1	78
69	CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting. <i>Technological Forecasting and Social Change</i> , 2021, 173, 121092.	6.2	497
70	Analyzing challenges for sustainable supply chain of electric vehicle batteries using a hybrid approach of Delphi and Best-Worst Method. <i>Resources, Conservation and Recycling</i> , 2021, 175, 105879.	5.3	40
71	Digital platforms for business-to-business markets: A systematic review and future research agenda. <i>Journal of Business Research</i> , 2021, 137, 354-365.	5.8	46
72	Reviving tourism industry post-COVID-19: A resilience-based framework. <i>Tourism Management Perspectives</i> , 2021, 37, 100786.	3.2	409

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73	Innovation implementation in Asia-Pacific countries: a review and research agenda. <i>Asia Pacific Business Review</i> , 2021, 27, 180-208.	2.0	33
74	Does organizational structure facilitate inbound and outbound open innovation in SMEs?. <i>Small Business Economics</i> , 2020, 55, 1091-1112.	4.4	71
75	Toward a 7-P framework for international marketing. <i>Journal of Strategic Marketing</i> , 2020, 28, 681-701.	3.7	148
76	SMEs and entrepreneurship in the era of globalization: advances and theoretical approaches. <i>Small Business Economics</i> , 2020, 55, 695-703.	4.4	49
77	Upgrading without formal integration in M&A: The role of social integration. <i>Global Strategy Journal</i> , 2020, 10, 619-652.	4.4	27
78	Celebrity endorsement and brand passion among air travelers: Theory and evidence. <i>International Journal of Hospitality Management</i> , 2020, 85, 102347.	5.3	70
79	Retailing and consumer services at a tipping point: New conceptual frameworks and theoretical models. <i>Journal of Retailing and Consumer Services</i> , 2020, 54, 101977.	5.3	47
80	â€˜Masstigeâ€™ marketing: A review, synthesis and research agenda. <i>Journal of Business Research</i> , 2020, 113, 384-398.	5.8	234
81	The determinants and performance of early internationalizing firms: A literature review and research agenda. <i>International Business Review</i> , 2020, 29, 101662.	2.6	71
82	Health motive and the purchase of organic food: A meta-analytic review. <i>International Journal of Consumer Studies</i> , 2020, 44, 162-171.	7.2	199
83	New and novel business paradigms in and from China and India. <i>European Business Review</i> , 2020, 32, 758-800.	1.9	11
84	Antecedents of employee alienation and its impact on individual work performance during post-merger integration (PMI). <i>Journal of Organizational Change Management</i> , 2020, 33, 1085-1110.	1.7	11
85	The phenomenon of purchasing second-hand products by the BOP consumers. <i>Journal of Retailing and Consumer Services</i> , 2020, 57, 102189.	5.3	33
86	Internationalization barriers of SMEs from developing countries: a review and research agenda. <i>International Journal of Entrepreneurial Behaviour and Research</i> , 2020, 26, 1281-1310.	2.3	66
87	Experience and attitude towards luxury brands consumption in an emerging market. <i>European Business Review</i> , 2020, 32, 909-936.	1.9	46
88	Comparisons of entrepreneurial passionâ€™s structure and its antecedents: latent profile analyses in China and South Korea. <i>Asian Business and Management</i> , 2020, , 1.	1.7	2
89	SME Internationalisation: The Relationship Between Social Capital and Entry Mode. <i>Management International Review</i> , 2020, 60, 623-650.	2.1	16
90	Dispositional traits and organic food consumption. <i>Journal of Cleaner Production</i> , 2020, 266, 121961.	4.6	62

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91	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
92	The art of writing literature review: What do we know and what do we need to know?. <i>International Business Review</i> , 2020, 29, 101717.	2.6	810
93	Trade credit research before and after the global financial crisis of 2008 – A bibliometric overview. <i>Research in International Business and Finance</i> , 2020, 54, 101287.	3.1	80
94	Relating the role of green self-concepts and identity on green purchasing behaviour: An empirical analysis. <i>Business Strategy and the Environment</i> , 2020, 29, 3203-3219.	8.5	66
95	SCOPE framework for SMEs: A new theoretical lens for success and internationalization. <i>European Management Journal</i> , 2020, 38, 219-230.	3.1	50
96	Immigrant entrepreneurship: A review and research agenda. <i>Journal of Business Research</i> , 2020, 113, 25-38.	5.8	271
97	Social entrepreneurship research: A review and future research agenda. <i>Journal of Business Research</i> , 2020, 113, 209-229.	5.8	303
98	Masstige model and measure for brand management. <i>European Management Journal</i> , 2019, 37, 299-312.	3.1	149
99	Toward A New Model For Firm Internationalization: Conservative, Predictable, and Pacemaker Companies and Markets. <i>Canadian Journal of Administrative Sciences</i> , 2019, 36, 336-349.	0.9	50
100	Online second-hand shopping motivation – Conceptualization, scale development, and validation. <i>Journal of Retailing and Consumer Services</i> , 2019, 51, 19-32.	5.3	90
101	Country dispersion in international franchising: system, proportion, and performance. <i>International Journal of Retail and Distribution Management</i> , 2019, 47, 752-771.	2.7	3
102	The moderating influence of environmental consciousness and recycling intentions on green purchase behavior. <i>Journal of Cleaner Production</i> , 2019, 228, 1425-1436.	4.6	239
103	Gradual Internationalization vs Born-Global/International new venture models. <i>International Marketing Review</i> , 2019, 36, 830-858.	2.2	417
104	Does digital footprint act as a digital asset? – Enhancing brand experience through remarketing. <i>International Journal of Information Management</i> , 2019, 49, 142-156.	10.5	72
105	Research in strategic marketing: past and future(Developing New Models, Reviews, Measures, Methods) <i>Tj ETQq1 1,0.784314 rgBT /Ove</i>	3.7	14
106	Two decades of research on nation branding: a review and future research agenda. <i>International Marketing Review</i> , 2019, 38, 46-69.	2.2	152
107	Marketing in emerging markets: a review, theoretical synthesis and extension. <i>International Journal of Emerging Markets</i> , 2019, 15, 446-468.	1.3	140
108	Institutional determinants of foreign direct investment inflows: evidence from emerging markets. <i>International Journal of Emerging Markets</i> , 2019, 15, 245-261.	1.3	40

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109	Indian culture, lunar phases and stock market returns. <i>International Journal of Indian Culture and Business Management</i> , 2019, 19, 394.	0.1	1
110	Knowledge transfer and innovation through university-industry partnership: an integrated theoretical view. <i>Knowledge Management Research and Practice</i> , 2019, 17, 436-448.	2.7	48
111	The role of self-determination theory in marketing science: An integrative review and agenda for research. <i>European Management Journal</i> , 2019, 37, 29-44.	3.1	224
112	International franchising: A literature review and research agenda. <i>Journal of Business Research</i> , 2018, 85, 238-257.	5.8	235
113	Mass prestige value and competition between American versus Asian laptop brands in an emerging market—Theory and evidence. <i>International Business Review</i> , 2018, 27, 969-981.	2.6	91
114	Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future. <i>Journal of Retailing and Consumer Services</i> , 2018, 40, 261-269.	5.3	301
115	Service failure and problems: Internal marketing solutions for facing the future. <i>Journal of Retailing and Consumer Services</i> , 2018, 40, 304-311.	5.3	13
116	Does Celebrity Image Congruence Influences Brand Attitude and Purchase Intention?. <i>Journal of Promotion Management</i> , 2018, 24, 153-177.	2.4	80
117	A review of research on outward foreign direct investment from emerging countries, including China: what do we know, how do we know and where should we be heading?. <i>Asia Pacific Business Review</i> , 2018, 24, 90-115.	2.0	379
118	Toward a 'masstige' theory and strategy for marketing. <i>European Journal of International Management</i> , 2018, 12, 722.	0.1	58
119	A new conceptual model for international franchising. <i>International Journal of Hospitality Management</i> , 2018, 75, 179-188.	5.3	31
120	Technical Efficiency for Strategic Change and Global Competitiveness. <i>Strategic Change</i> , 2017, 26, 53-67.	2.5	2
121	Exporting challenges of SMEs: A review and future research agenda. <i>Journal of World Business</i> , 2017, 52, 327-342.	4.6	497
122	Pro-environmental behavior and socio-demographic factors in an emerging market. <i>Asian Journal of Business Ethics</i> , 2017, 6, 189-214.	0.7	92
123	What determine shoppers' preferences for malls in an emerging market?. <i>Young Consumers</i> , 2017, 18, 70-83.	2.3	13
124	Consumer behavior and purchase intention for organic food: A review and research agenda. <i>Journal of Retailing and Consumer Services</i> , 2017, 38, 157-165.	5.3	611
125	The 45 years of foreign direct investment research: Approaches, advances and analytical areas. <i>World Economy</i> , 2017, 40, 2512-2527.	1.4	125
126	Foreign Market Entry Mode Research: A Review and Research Agenda. <i>International Trade Journal</i> , 2017, 31, 429-456.	0.5	43



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127	Entrepreneurial intentions—theory and evidence from Asia, America, and Europe. <i>Journal of International Entrepreneurship</i> , 2017, 15, 324-351.	1.8	37
128	Consumer satisfaction in retail stores: theory and implications. <i>International Journal of Consumer Studies</i> , 2016, 40, 635-642.	7.2	56
129	The Rise of China: What, When, Where, and Why?. <i>International Trade Journal</i> , 2016, 30, 207-222.	0.5	37
130	Impact of service quality on customer satisfaction in private and public sector banks. <i>International Journal of Bank Marketing</i> , 2016, 34, 606-622.	3.6	104
131	Exports and outward FDI: are they complements or substitutes? Evidence from Asia. <i>Multinational Business Review</i> , 2016, 24, 62-78.	1.4	42
132	The Internationalization of Asian Firms: An Overview and Research Agenda. <i>Journal of East-West Business</i> , 2016, 22, 237-241.	0.3	7
133	Predicting green product consumption using theory of planned behavior and reasoned action. <i>Journal of Retailing and Consumer Services</i> , 2016, 29, 123-134.	5.3	1,146
134	Do young managers in a developing country have stronger entrepreneurial intentions? Theory and debate. <i>International Business Review</i> , 2016, 25, 1197-1210.	2.6	66
135	The Emergence of China and India in the Global Market. <i>Journal of East-West Business</i> , 2016, 22, 28-50.	0.3	81
136	Strategic and financial similarities of bank mergers. <i>Review of International Business and Strategy</i> , 2016, 26, 50-68.	2.3	7
137	Comparing entrepreneurial communities. <i>Journal of Enterprising Communities</i> , 2015, 9, 206-220.	1.6	8
138	Masstige marketing redefined and mapped. <i>Marketing Intelligence and Planning</i> , 2015, 33, 691-706.	2.1	102
139	Market access and the mirage of marketing to the maximum: new measures. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2015, 27, 676-688.	1.8	16
140	Does the WTO Increase Trade and Cause Convergence?. <i>International Trade Journal</i> , 2015, 29, 291-308.	0.5	22
141	Effect of Internal Marketing on Hotels: Empirical Evidence for Internal Customers. <i>International Journal of Hospitality and Tourism Administration</i> , 2015, 16, 311-330.	1.7	11
142	Determinants of attitude of teachers — factor analysis and strategies for success. <i>Competitiveness Review</i> , 2014, 24, 5-19.	1.8	7
143	Process and intensity of internationalization of IT firms — Evidence from India. <i>International Business Review</i> , 2014, 23, 594-603.	2.6	74
144	Dimensions of shopping preferences by women in India and the USA - a cross country study. <i>International Journal of Indian Culture and Business Management</i> , 2014, 8, 519.	0.1	8

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145	Consumer behavior and purchase intention for organic food. Journal of Consumer Marketing, 2012, 29, 412-422.	1.2	401
146	Enhancing customer base and productivity through e-delivery channels study of banks in India. International Journal of Electronic Marketing and Retailing, 2011, 4, 151.	0.1	8
147	Japanese acquisition in India's Ranbaxy. Competitiveness Review, 2011, 21, 452-470.	1.8	9
148	Strategic Planning at Brisbane Airport. Asian Case Research Journal, 2010, 14, 265-293.	0.1	0
149	Biotechnologyâ€™The New Age â€™Globalâ€™ Industry. Global Business Review, 2005, 6, 315-321.	1.6	1
150	Trade and Industrialisation in India. Foreign Trade Review, 2000, 35, 15-21.	0.7	2
151	The consumer behavior of luxury goods: a review and research agenda. Journal of Strategic Marketing, 0, , 1-27.	3.7	102
152	How do digital natives perceive and react toward online advertising? Implications for SMEs. Journal of Strategic Marketing, 0, , 1-35.	3.7	59
153	Impact of Global Recession on Developed and Bric Countries. SSRN Electronic Journal, 0, , .	0.4	1
154	Segmenting the Bottom of the Pyramid Consumers: Theoretical Approach. International Journal of Market Research, 0, , 147078532110550.	2.8	7