

Rakhi Arora

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3140623/publications.pdf>

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7
papers

101
citations

2682572

2
h-index

2550090

3
g-index

7
all docs

7
docs citations

7
times ranked

46
citing authors

| # | ARTICLE | IF | CITATIONS |
|---|---|-----|-----------|
| 1 | The bright side of online consumer behavior: Continuance intention for mobile payments. Journal of Consumer Behaviour, 2022, 21, 523-542. | 4.2 | 72 |
| 2 | Adoption of mobile banking at the bottom of the pyramid: an emerging market perspective. International Journal of Emerging Markets, 2023, 18, 200-222. | 2.2 | 25 |
| 3 | Critical Success Factors affecting the Restaurant Industry: Insights from Restaurant Managers. FIIB Business Review, 0, , 231971452110424. | 3.1 | 3 |
| 4 | Role of gender on Intention to adopt mobile payments among generation Z. Transnational Marketing Journal, 2021, 9, . | 0.5 | 1 |
| 5 | Entrepreneurship boost: predicated factors based study in digital era. World Review of Entrepreneurship, Management and Sustainable Development, 2021, 17, 358. | 0.2 | 0 |
| 6 | Marketing of Banking Services in India. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2017, , 107-133. | 0.8 | 0 |
| 7 | Marketing of Agricultural Commodities in India. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2017, , 185-212. | 0.8 | 0 |