

Rakhi Arora

List of Publications by Year in descending order

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

Version: 2024-02-01

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