

# Zillur Rahman

## List of Publications by Year in descending order

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Version: 2024-02-01

171  
papers

8,760  
citations

38742

50  
h-index

56724

83  
g-index

173  
all docs

173  
docs citations

173  
times ranked

5682  
citing authors

#	ARTICLE	IF	CITATIONS
1	Factors Affecting Green Purchase Behaviour and Future Research Directions. <i>International Strategic Management Review</i> , 2015, 3, 128-143.	2.3	709
2	The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. <i>Telematics and Informatics</i> , 2017, 34, 96-109.	5.8	314
3	Corporate sustainability performance and firm performance research. <i>Management Decision</i> , 2013, 51, 361-379.	3.9	280
4	Consumer engagement in online brand communities: a solicitation of congruity theory. <i>Internet Research</i> , 2018, 28, 23-45.	4.9	230
5	Analysis of interaction among the barriers to total quality management implementation using interpretive structural modeling approach. <i>Benchmarking</i> , 2011, 18, 563-587.	4.6	222
6	Customer engagement in the service context: An empirical investigation of the construct, its antecedents and consequences. <i>Journal of Retailing and Consumer Services</i> , 2019, 50, 277-285.	9.4	199
7	Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. <i>Telematics and Informatics</i> , 2017, 34, 1294-1307.	5.8	170
8	Linking Customer Engagement to Trust and Word-of-Mouth on Facebook Brand Communities: An Empirical Study. <i>Journal of Internet Commerce</i> , 2016, 15, 40-58.	5.5	158
9	An empirical investigation of relationship between total quality management practices and quality performance in Indian service companies. <i>International Journal of Quality and Reliability Management</i> , 2013, 30, 280-318.	2.0	154
10	A study of total quality management and supply chain management practices. <i>International Journal of Productivity and Performance Management</i> , 2011, 60, 268-288.	3.7	143
11	The transpiring journey of customer engagement research in marketing. <i>Management Decision</i> , 2016, 54, 2008-2034.	3.9	136
12	Tourist behaviour towards self-service hotel technology adoption: Trust and subjective norm as key antecedents. <i>Tourism Management Perspectives</i> , 2015, 16, 278-289.	5.2	135
13	Building company reputation and brand equity through CSR: the mediating role of trust. <i>International Journal of Bank Marketing</i> , 2015, 33, 840-856.	6.4	134
14	Personality factors as predictors of online consumer engagement: an empirical investigation. <i>Marketing Intelligence and Planning</i> , 2017, 35, 510-528.	3.5	130
15	A fuzzy AHP and fuzzy multi-objective linear programming model for order allocation in a sustainable supply chain: A case study. <i>International Journal of Computer Integrated Manufacturing</i> , 2017, 30, 535-551.	4.6	126
16	Consumers' Sustainable Purchase Behaviour: Modeling the Impact of Psychological Factors. <i>Ecological Economics</i> , 2019, 159, 235-243.	5.7	125
17	The role of customer brand engagement and brand experience in online banking. <i>International Journal of Bank Marketing</i> , 2016, 34, 1025-1041.	6.4	114
18	Investigating the determinants of consumers' sustainable purchase behaviour. <i>Sustainable Production and Consumption</i> , 2017, 10, 110-120.	11.0	113

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19	Measuring customer experience in banks: scale development and validation. <i>Journal of Modelling in Management</i> , 2014, 9, 87-117.	1.9	112
20	Critical Success Factors of TQM in Service Organizations: A Proposed Model. <i>Services Marketing Quarterly</i> , 2010, 31, 363-380.	1.1	111
21	Impact of website attributes on customer engagement in banking: a solicitation of stimulus-organism-response theory. <i>International Journal of Bank Marketing</i> , 2020, 38, 1279-1303.	6.4	110
22	Brand experience anatomy in retailing: An interpretive structural modeling approach. <i>Journal of Retailing and Consumer Services</i> , 2015, 24, 60-69.	9.4	106
23	Roles and Resource Contributions of Customers in Value Co-creation. <i>International Strategic Management Review</i> , 2015, 3, 144-160.	2.3	105
24	Examining the effects of brand love and brand image on customer engagement: An empirical study of fashion apparel brands. <i>Journal of Global Fashion Marketing</i> , 2016, 7, 45-59.	3.7	104
25	The CSR's influence on customer responses in Indian banking sector. <i>Journal of Retailing and Consumer Services</i> , 2016, 29, 49-57.	9.4	104
26	Buyer supplier relationship and supply chain sustainability: empirical study of Indian automobile industry. <i>Journal of Cleaner Production</i> , 2016, 131, 836-848.	9.3	103
27	Consumer perspective on CSR literature review and future research agenda. <i>Management Research Review</i> , 2015, 38, 195-216.	2.7	100
28	The influence of social media marketing activities on customer loyalty. <i>Benchmarking</i> , 2018, 25, 3882-3905.	4.6	93
29	Multi-Item Stakeholder Based Scale to Measure CSR in the Banking Industry. <i>International Strategic Management Review</i> , 2014, 2, 9-20.	2.3	91
30	Predictors of young consumer's green purchase behaviour. <i>Management of Environmental Quality</i> , 2016, 27, 452-472.	4.3	90
31	Measuring consumer perception of CSR in tourism industry: Scale development and validation. <i>Journal of Hospitality and Tourism Management</i> , 2016, 27, 39-48.	6.6	87
32	Evolution of Sustainability as Marketing Strategy: Beginning of New Era. <i>Procedia, Social and Behavioral Sciences</i> , 2012, 37, 482-489.	0.5	86
33	Randomized Controlled Trial of Hospital-Based Hygiene and Water Treatment Intervention (CHoB17) to Reduce Cholera. <i>Emerging Infectious Diseases</i> , 2016, 22, 233-241.	4.3	85
34	Prioritising the practices of total quality management: An analytic hierarchy process analysis for the service industries. <i>Total Quality Management and Business Excellence</i> , 2011, 22, 1331-1351.	3.8	84
35	Use of Internet in supply chain management: a study of Indian companies. <i>Industrial Management and Data Systems</i> , 2004, 104, 31-41.	3.7	81
36	Perspectives and Dimensions of Consumer Innovativeness: A Literature Review and Future Agenda. <i>Journal of International Consumer Marketing</i> , 2014, 26, 239-263.	3.7	79

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37	Co-creation in hotel service innovation using smart phone apps: an empirical study. <i>International Journal of Contemporary Hospitality Management</i> , 2017, 29, 2647-2667.	8.0	77
38	Best Practices of Total Quality Management Implementation in Health Care Settings. <i>Health Marketing Quarterly</i> , 2011, 28, 232-252.	1.0	75
39	An alternative model of self-service retail technology adoption. <i>Journal of Services Marketing</i> , 2015, 29, 406-420.	3.0	75
40	Sustainability adoption through buyer supplier relationship across supply chain: A literature review and conceptual framework. <i>International Strategic Management Review</i> , 2015, 3, 110-127.	2.3	75
41	Brand engagement and experience in online services. <i>Journal of Services Marketing</i> , 2019, 34, 163-175.	3.0	74
42	Sustainability Marketing Strategy: An Analysis of Recent Literature. <i>Global Business Review</i> , 2013, 14, 601-625.	3.1	73
43	Marketing capabilities and firm performance: literature review and future research agenda. <i>International Journal of Productivity and Performance Management</i> , 2015, 64, 1041-1067.	3.7	71
44	Development of a scale to measure hotel brand experiences. <i>International Journal of Contemporary Hospitality Management</i> , 2017, 29, 268-287.	8.0	68
45	E-tail brand experience's influence on e-brand trust and e-brand loyalty. <i>International Journal of Retail and Distribution Management</i> , 2016, 44, 588-606.	4.7	67
46	Total quality management and service quality: an exploratory study of quality management practices and barriers in service industry. <i>International Journal of Services and Operations Management</i> , 2011, 10, 94.	0.2	65
47	Identifying and ranking critical success factors of customer experience in banks. <i>Journal of Modelling in Management</i> , 2012, 7, 201-220.	1.9	62
48	Examining consumer-brand relationships on social media platforms. <i>Marketing Intelligence and Planning</i> , 2018, 36, 63-78.	3.5	62
49	CSR and consumer behavioral responses: the role of customer-company identification. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2018, 30, 460-477.	3.2	61
50	The effect of CSR engagement on eWOM on social media. <i>International Journal of Organizational Analysis</i> , 2020, 28, 941-956.	2.9	60
51	Identification and prioritization of corporate sustainability practices using analytical hierarchy process. <i>Journal of Modelling in Management</i> , 2015, 10, 23-49.	1.9	58
52	Awareness and willingness towards Islamic banking among Muslims: An Indian perspective. <i>International Journal of Islamic and Middle Eastern Finance and Management</i> , 2017, 10, 92-101.	2.1	56
53	An interpretive structural modelling approach for modelling the practices of total quality management in service sector. <i>International Journal of Modelling in Operations Management</i> , 2011, 1, 223.	0.0	54
54	Identification and prioritization of barriers to total quality management implementation in service industry. <i>TQM Journal</i> , 2015, 27, 591-615.	3.3	54

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55	Capturing the customer's voice, the centerpiece of strategy making. <i>European Business Review</i> , 2004, 16, 128-138.	3.4	52
56	Analyzing enablers of sustainable supply chain: ISM and fuzzy AHP approach. <i>Journal of Modelling in Management</i> , 2017, 12, 498-524.	1.9	52
57	Studying the impact of total quality management in service industries. <i>International Journal of Productivity and Quality Management</i> , 2010, 6, 249.	0.2	51
58	The influence of user participation in social media-based brand communities on brand loyalty: age and gender as moderators. <i>Journal of Brand Management</i> , 2016, 23, 679-700.	3.5	49
59	Place branding research: a thematic review and future research agenda. <i>International Review on Public and Nonprofit Marketing</i> , 2016, 13, 289-317.	2.0	49
60	Co-creation of Social Value through Integration of Stakeholders. <i>Procedia, Social and Behavioral Sciences</i> , 2015, 189, 442-448.	0.5	48
61	Understanding customer participation in online brand communities. <i>Qualitative Market Research</i> , 2017, 20, 306-334.	1.5	48
62	Consumer ethics: A review and research agenda. <i>Psychology and Marketing</i> , 2022, 39, 111.	8.2	48
63	Market orientation, marketing capabilities and sustainable innovation. <i>Management Research Review</i> , 2017, 40, 698-724.	2.7	47
64	Customer Service Experience in Hotel Operations: An Empirical Analysis. <i>Procedia, Social and Behavioral Sciences</i> , 2015, 189, 266-274.	0.5	44
65	A review and future directions of brand experience research. <i>International Strategic Management Review</i> , 2015, 3, 1-14.	2.3	44
66	Innovation adoption across self-service banking technologies in India. <i>International Journal of Bank Marketing</i> , 2015, 33, 96-121.	6.4	43
67	Internet-based supply chain management: using the Internet to revolutionize your business. <i>International Journal of Information Management</i> , 2003, 23, 493-505.	17.5	40
68	Total quality management in service sector: a literature review. <i>International Journal of Business Innovation and Research</i> , 2012, 6, 259.	0.2	40
69	How does corporate association influence consumer brand loyalty? Mediating role of brand identification. <i>Journal of Product and Brand Management</i> , 2016, 25, 629-641.	4.3	40
70	Mobile Social Media: The New Hybrid Element of Digital Marketing Communications. <i>Procedia, Social and Behavioral Sciences</i> , 2015, 189, 335-343.	0.5	39
71	Building a corporate identity using corporate social responsibility: a website based study of Indian banks. <i>Social Responsibility Journal</i> , 2014, 10, 591-601.	2.9	38
72	The concept of online corporate brand experience: an empirical assessment. <i>Marketing Intelligence and Planning</i> , 2016, 34, 711-730.	3.5	38

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73	Retail brand experience: scale development and validation. <i>Journal of Product and Brand Management</i> , 2016, 25, 435-451.	4.3	38
74	Stakeholder identification and classification: a sustainability marketing perspective. <i>Management Research Review</i> , 2016, 39, 35-61.	2.7	37
75	A Resource-Based View on Marketing Capability, Operations Capability and Financial Performance: An Empirical Examination of Mediating Role. <i>Procedia, Social and Behavioral Sciences</i> , 2015, 189, 406-415.	0.5	33
76	Measuring customer social participation in online travel communities. <i>Journal of Hospitality and Tourism Technology</i> , 2017, 8, 432-464.	3.8	33
77	Customer co-creation in hotel service innovation. <i>Benchmarking</i> , 2018, 25, 297-318.	4.6	33
78	Developing customer oriented service: a case study. <i>Managing Service Quality</i> , 2004, 14, 426-435.	2.4	32
79	TQM principles' application on information systems for empirical goals. <i>The TQM Journal</i> , 2007, 19, 76-87.	0.8	32
80	An instrument for measuring the key practices of total quality management in ICT industry: an empirical study in India. <i>Service Business</i> , 2013, 7, 275-306.	4.2	31
81	Sustained Uptake of a Hospital-Based Handwashing with Soap and Water Treatment Intervention (Cholera-Hospital-Based Intervention for 7 Days [CHoBI7]): A Randomized Controlled Trial. <i>American Journal of Tropical Medicine and Hygiene</i> , 2016, 94, 428-436.	1.4	31
82	The effect of CSR on consumer behavioral responses after service failure and recovery. <i>European Business Review</i> , 2016, 28, 583-599.	3.4	31
83	Gender, loyalty card membership, age, and critical incident recovery: Do they moderate experience-loyalty relationship?. <i>International Journal of Hospitality Management</i> , 2020, 89, 102408.	8.8	31
84	Customer experience management – A case study of an Indian bank. <i>Journal of Database Marketing and Customer Strategy Management</i> , 2006, 13, 203-221.	0.6	29
85	Customer engagement and employee engagement: systematic review and future directions. <i>Service Industries Journal</i> , 2020, 40, 932-959.	8.3	29
86	E-government in India: modelling the barriers to its adoption and diffusion. <i>Electronic Government</i> , 2008, 5, 181.	0.2	28
87	Customer co-creation through social media: The case of “Crash the Pepsi IPL 2015”. <i>Journal of Direct, Data and Digital Marketing Practice</i> , 2016, 17, 259-271.	0.3	28
88	An Integrated Framework to Understand How Consumer-Perceived Ethicality Influences Consumer Hotel Brand Loyalty. <i>Service Science</i> , 2017, 9, 136-146.	1.3	28
89	The social role of social media: the case of Chennai rains-2015. <i>Social Network Analysis and Mining</i> , 2016, 6, 1.	2.8	27
90	Brand Experience and Emotional Attachment in Services: The Moderating Role of Gender. <i>Service Science</i> , 2017, 9, 50-61.	1.3	27

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91	Assessing the awareness of total quality management in Indian service industries. <i>Asian Journal on Quality</i> , 2011, 12, 228-243.	0.5	26
92	Customer co-creation and adoption intention towards newly developed services: an empirical study. <i>International Journal of Culture, Tourism and Hospitality Research</i> , 2017, 11, 372-391.	2.9	26
93	Brand Experience Anatomy in Hotels: An Interpretive Structural Modeling Approach. <i>Cornell Hospitality Quarterly</i> , 2017, 58, 165-178.	3.8	25
94	Colistin resistant <i>Escherichia coli</i> carrying <i>mcr-1</i> in urban sludge samples: Dhaka, Bangladesh. <i>Gut Pathogens</i> , 2017, 9, 77.	3.4	25
95	A critical study of quality parameters in health care establishment. <i>International Journal of Health Care Quality Assurance</i> , 2012, 25, 387-402.	0.9	24
96	Social media usage and firm performance: the mediating role of social capital. <i>Social Network Analysis and Mining</i> , 2017, 7, 1.	2.8	24
97	Striving for legitimacy through CSR: an exploration of employees responses in controversial industry sector. <i>Social Responsibility Journal</i> , 2019, 15, 924-938.	2.9	24
98	Sources of first mover advantages in emerging markets – an Indian perspective. <i>European Business Review</i> , 2003, 15, 359-369.	3.4	23
99	Total quality management practices in manufacturing and service industries: a comparative study. <i>International Journal of Advanced Operations Management</i> , 2012, 4, 155.	0.3	23
100	An empirical investigation of tourists' choice of service delivery options. <i>International Journal of Contemporary Hospitality Management</i> , 2017, 29, 1892-1913.	8.0	23
101	Information technology capability as competitive advantage in emerging markets. <i>International Journal of Emerging Markets</i> , 2017, 12, 447-463.	2.2	23
102	Service quality in healthcare establishments: a literature review. <i>International Journal of Behavioural and Healthcare Research</i> , 2015, 5, 1.	0.1	22
103	Transmission of Infectious <i>Vibrio cholerae</i> through Drinking Water among the Household Contacts of Cholera Patients (CHoBI7 Trial). <i>Frontiers in Microbiology</i> , 2016, 7, 1635.	3.5	22
104	Superior Service Quality in Indian Cellular Telecommunication Industry. <i>Services Marketing Quarterly</i> , 2006, 27, 115-139.	1.1	21
105	Brand experience formation mechanism and its possible outcomes: A theoretical framework. <i>The Marketing Review</i> , 2015, 15, 239-259.	0.1	21
106	An ISM approach for modelling the enablers of sustainability in market-oriented firms. <i>International Journal of Business Excellence</i> , 2017, 12, 23.	0.3	21
107	A prospective cohort study comparing household contact and water <i>Vibrio cholerae</i> isolates in households of cholera patients in rural Bangladesh. <i>PLoS Neglected Tropical Diseases</i> , 2018, 12, e0006641.	3.0	20
108	The sharing economy: the influence of perceived corporate social responsibility on brand commitment. <i>Journal of Product and Brand Management</i> , 2021, 30, 964-975.	4.3	20

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109	Risk Factors for Household Transmission of <i>Vibrio cholerae</i> in Dhaka, Bangladesh (CHoBI7 Trial). <i>American Journal of Tropical Medicine and Hygiene</i> , 2017, 96, 1382-1387.	1.4	19
110	E-commerce solution for services. <i>European Business Review</i> , 2004, 16, 564-576.	3.4	17
111	Developing new services using fuzzy QFD: a LIFENET case study. <i>International Journal of Health Care Quality Assurance</i> , 2008, 21, 638-658.	0.9	17
112	An interpretive structural modelling for sustainable healthcare quality dimensions in hospital services. <i>International Journal of Qualitative Research in Services</i> , 2015, 2, 28.	0.2	17
113	Modeling the barriers of Indian telecom services using ISM and MICMAC approach. <i>Journal of Asia Business Studies</i> , 2017, 11, 188-209.	2.2	17
114	CCV Scale: Development and Validation of Customer Co-Created Value Scale in E-Services. <i>Current Psychology</i> , 2019, 38, 720-736.	2.8	17
115	Integrating corporate sustainability and sustainable development goals: towards a multi-stakeholder framework. <i>Cogent Business and Management</i> , 2021, 8, .	2.9	17
116	Marketing through Spirituality: A Case of Patanjali Yogpeeth. <i>Procedia, Social and Behavioral Sciences</i> , 2014, 133, 481-490.	0.5	16
117	Impact of Total Quality Management and Service Quality in the Banking Sector. <i>Journal of Telecommunications System &amp; Management</i> , 2012, 01, .	0.1	15
118	Sustainability, Social Responsibility and Value Co-creation: A Case Study Based Approach. <i>Procedia, Social and Behavioral Sciences</i> , 2015, 189, 314-319.	0.5	15
119	Transforming Jewellery Designing: Empowering Customers through Crowdsourcing in India. <i>Global Business Review</i> , 2017, 18, 1325-1344.	3.1	14
120	Impact of social media and customer-centric technology on performance outcomes: the mediating role of social CRM capabilities. <i>International Journal of Electronic Marketing and Retailing</i> , 2018, 9, 109.	0.2	14
121	The role of CSR as a determinant of consumer responses in financial sector. <i>Decision</i> , 2015, 42, 393-401.	1.5	13
122	Chlorination of Household Drinking Water Among Cholera Patients' Households to Prevent Transmission of Toxigenic <i>Vibrio cholerae</i> in Dhaka, Bangladesh: CHoBI7 Trial. <i>American Journal of Tropical Medicine and Hygiene</i> , 2016, 95, 1299-1304.	1.4	13
123	Consumer responses to CSR in Indian banking sector. <i>International Review on Public and Nonprofit Marketing</i> , 2016, 13, 203-222.	2.0	13
124	Genetic relatedness of <i>Vibrio cholerae</i> isolates within and between households during outbreaks in Dhaka, Bangladesh. <i>BMC Genomics</i> , 2017, 18, 903.	2.8	13
125	Evaluating a model for analyzing methods used for measuring customer experience. <i>Journal of Database Marketing and Customer Strategy Management</i> , 2010, 17, 78-90.	0.6	12
126	Existence of a novel <i>qepA</i> variant in quinolone resistant <i>Escherichia coli</i> from aquatic habitats of Bangladesh. <i>Gut Pathogens</i> , 2017, 9, 58.	3.4	12



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127	Customer experience: a critical literature review and research agenda. International Journal of Services Sciences, 2011, 4, 146.	0.0	11
128	Core quality and associated supportive quality parameters: a conceptual quality framework in healthcare establishment. International Journal of Business Excellence, 2012, 5, 238.	0.3	11
129	Modelling relationship marketing strategies for sustainability adoption. International Journal of Intercultural Information Management, 2013, 3, 277.	0.0	11
130	Impact of Social CRM Capabilities on Firm Performance. International Journal of Information Systems in the Service Sector, 2016, 8, 1-16.	0.4	11
131	Self-service innovativeness scale: introduction, development, and validation of scale. Service Business, 2016, 10, 799-822.	4.2	11
132	A Model for the Sales and Distribution of E-Services. Services Marketing Quarterly, 2004, 26, 71-87.	1.1	10
133	Survey on the usage of total quality management tools and techniques in Indian service industries: an empirical analysis. International Journal of Quality and Innovation, 2013, 2, 105.	0.6	10
134	Are Street Vendors Really Innovative Toward Self-service Technology?. Information Technology for Development, 2016, 22, 334-356.	4.8	10
135	Assessing the Influence of Stakeholders on Sustainability Marketing Strategy of Indian Companies. SAGE Open, 2016, 6, 215824401666799.	1.7	9
136	Commentary on Progressing Understanding of Online Customer Engagement: Recent Trends and Challenges. Journal of Internet Commerce, 2021, 20, 403-408.	5.5	9
137	Influence of Experiential Marketing on Customer Purchase Intention: A Study of Passenger Car Market. Management and Labour Studies, 2014, 39, 319-328.	1.6	8
138	First mover advantages in emerging economies: a discussion. Management Decision, 2003, 41, 141-147.	3.9	7
139	Information technology investment strategies: a review and synthesis of the literature. Technology Analysis and Strategic Management, 2016, 28, 1073-1094.	3.5	7
140	Vibrio cholerae Transmits Through Water Among the Household Contacts of Cholera Patients in Cholera Endemic Coastal Villages of Bangladesh, 2015â€“2016 (CHoBI7 Trial). Frontiers in Public Health, 2018, 6, 238.	2.7	7
141	Corporate sustainability performance and firm performance association: a literature review. International Journal of Sustainable Strategic Management, 2014, 4, 287.	0.0	6
142	Rapid dipstick detection of <i>Vibrio cholerae</i> in household stored and municipal water in Dhaka, Bangladesh: CHoBI7 trial. Tropical Medicine and International Health, 2017, 22, 205-209.	2.3	6
143	Identifying and modelling the factors of customer experience towards customers' satisfaction. International Journal of Modelling in Operations Management, 2011, 1, 359.	0.0	5
144	Corporate sustainability performance assessment: an analytical hierarchy process approach. International Journal of Intercultural Information Management, 2014, 4, 1.	0.0	5

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145	Modeling the barriers toward the growth of higher education institutions. <i>Qualitative Research Journal</i> , 2020, 20, 243-264.	0.7	5
146	Social media marketing: literature review and future research directions. <i>International Journal of Business Information Systems</i> , 2017, 25, 213.	0.2	5
147	Why large local conglomerates may not work in emerging markets. <i>European Business Review</i> , 2003, 15, 105-115.	3.4	4
148	Tariff balancing for increased subscription and revenue in a mobile network. <i>International Journal of Mobile Communications</i> , 2009, 7, 213.	0.3	4
149	Fuzzy approach to measuring healthcare service quality. <i>International Journal of Behavioural and Healthcare Research</i> , 2009, 1, 105.	0.1	4
150	TQM for Information Systems: Are Indian Organizations Ready?. <i>Interdisciplinary Journal of Information, Knowledge, and Management</i> , 0, 1, 125-136.	0.0	3
151	Determinants of Sustainable Consumption Behaviour. <i>Advances in Business Strategy and Competitive Advantage Book Series</i> , 2018, , 239-262.	0.3	3
152	The Mexico Syndrome. <i>Vikalpa</i> , 1996, 21, 69-72.	1.2	2
153	How do Prospective Candidates Evaluate a Business School?. <i>Paradigm</i> , 2002, 6, 11-21.	0.9	2
154	LIFENET hospitals (India): developing new services' case study. <i>International Journal of Health Care Quality Assurance</i> , 2008, 21, 274-288.	0.9	2
155	Zero-B: Introducing Green Innovation in Water Purifiers. <i>South Asian Journal of Business and Management Cases</i> , 2015, 4, 169-181.	1.3	2
156	NEDFi: Transforming Lives through Shared Value Creation. <i>Asian Journal of Management Cases</i> , 2016, 13, 40-55.	0.3	2
157	ZEE Zindagi: Offering Value through Distinct Approach. <i>South Asian Journal of Business and Management Cases</i> , 2016, 5, 155-161.	1.3	1
158	Antecedents of co-creation intention and their role in developing technology-based new services via customer involvement: a conceptual analysis. <i>International Journal of Business Excellence</i> , 2018, 15, 239.	0.3	1
159	The evolving passage of consumer ethics research: a systematic literature review. <i>International Journal of Emerging Markets</i> , 2023, 18, 3043-3064.	2.2	1
160	Measuring TQM Awareness in Indian Hospitality Industry. <i>Lecture Notes on Multidisciplinary Industrial Engineering</i> , 2021, , 45-60.	0.6	1
161	Nonparametric approach to rank global petroleum business opportunities. <i>Journal of Applied Statistics</i> , 2011, 38, 631-646.	1.3	0
162	â€Mangaldeepâ€™: Spreading Fragrance in India. <i>South Asian Journal of Business and Management Cases</i> , 2016, 5, 108-115.	1.3	0

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163	Bharat to India: a case of connecting IFFCO brand with generation Y. International Journal of Business Excellence, 2017, 13, 415.	0.3	0
164	Investigating the influence of information technology capability on risk and returns: a firm-level empirical analysis. International Journal of Business Excellence, 2017, 13, 112.	0.3	0
165	Reconceptualising service firm marketing capability: scale development and validation. International Journal of Business Information Systems, 2018, 29, 502.	0.2	0
166	ICT induced factors influencing online Buying Behaviour of customers: A Literature Review. International Journal of Business Innovation and Research, 2021, 1, 1.	0.2	0
167	Prioritizing the TQM Enablers in HCEs for Improved Performance: An AHP Approach. Design Science and Innovation, 2021, , 33-42.	0.3	0
168	Impact of Social CRM Capabilities on Firm Performance. , 2021, , 1005-1021.		0
169	Understanding the Role of Processes in Value Co-Creation. SSRN Electronic Journal, 0, , .	0.4	0
170	Assessing the impact of information technology capability on firm profitability and market value in emerging economies: a study from India. International Journal of Business Information Systems, 2017, 25, 192.	0.2	0
171	Development and Validation of a Scale for Measuring City Image. International Journal of Business Excellence, 2020, 1, 1.	0.3	0