

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	The evolving passage of consumer ethics research: a systematic literature review. International Journal of Emerging Markets, 2023, 18, 3043-3064.	2.2	1
2	Consumer ethics: A review and research agenda. Psychology and Marketing, 2022, 39, 111.	8.2	48
3	The sharing economy: the influence of perceived corporate social responsibility on brand commitment. Journal of Product and Brand Management, 2021, 30, 964-975.	4.3	20
4	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
5	Prioritizing the TQM Enablers in HCEs for Improved Performance: An AHP Approach. Design Science and Innovation, 2021, , 33-42.	0.3	0
6	Impact of Social CRM Capabilities on Firm Performance. , 2021, , 1005-1021.		0
7	Measuring TQM Awareness in Indian Hospitality Industry. Lecture Notes on Multidisciplinary Industrial Engineering, 2021, , 45-60.	0.6	1
8	Commentary on Progressing Understanding of Online Customer Engagement: Recent Trends and Challenges. Journal of Internet Commerce, 2021, 20, 403-408.	5.5	9
9	Integrating corporate sustainability and sustainable development goals: towards a multi-stakeholder framework. Cogent Business and Management, 2021, 8, .	2.9	17
10	Gender, loyalty card membership, age, and critical incident recovery: Do they moderate experience-loyalty relationship?. International Journal of Hospitality Management, 2020, 89, 102408.	8.8	31
11	Impact of website attributes on customer engagement in banking: a solicitation of stimulus-organism-response theory. International Journal of Bank Marketing, 2020, 38, 1279-1303.	6.4	110
12	Modeling the barriers toward the growth of higher education institutions. Qualitative Research Journal, 2020, 20, 243-264.	0.7	5
13	The effect of CSR engagement on eWOM on social media. International Journal of Organizational Analysis, 2020, 28, 941-956.	2.9	60
14	Customer engagement and employee engagement: systematic review and future directions. Service Industries Journal, 2020, 40, 932-959.	8.3	29
15	Development and Validation of a Scale for Measuring City Image. International Journal of Business Excellence, 2020, 1, 1.	0.3	0
16	Customer engagement in the service context: An empirical investigation of the construct, its antecedents and consequences. Journal of Retailing and Consumer Services, 2019, 50, 277-285.	9.4	199
17	Consumers' Sustainable Purchase Behaviour: Modeling the Impact of Psychological Factors. Ecological Economics, 2019, 159, 235-243.	5.7	125
18	Brand engagement and experience in online services. Journal of Services Marketing, 2019, 34, 163-175.	3.0	74

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19	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
20	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
21	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
22	Customer co-creation in hotel service innovation. <i>Benchmarking</i> , 2018, 25, 297-318.	4.6	33
23	Examining consumer-brand relationships on social media platforms. <i>Marketing Intelligence and Planning</i> , 2018, 36, 63-78.	3.5	62
24	Consumer engagement in online brand communities: a solicitation of congruity theory. <i>Internet Research</i> , 2018, 28, 23-45.	4.9	230
25	Reconceptualising service firm marketing capability: scale development and validation. <i>International Journal of Business Information Systems</i> , 2018, 29, 502.	0.2	0
26	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
27	Vibrio cholerae Transmits Through Water Among the Household Contacts of Cholera Patients in Cholera Endemic Coastal Villages of Bangladesh, 2015â€™2016 (CHoBI7 Trial). <i>Frontiers in Public Health</i> , 2018, 6, 238.	2.7	7
28	The influence of social media marketing activities on customer loyalty. <i>Benchmarking</i> , 2018, 25, 3882-3905.	4.6	93
29	A prospective cohort study comparing household contact and water Vibrio cholerae isolates in households of cholera patients in rural Bangladesh. <i>PLoS Neglected Tropical Diseases</i> , 2018, 12, e0006641.	3.0	20
30	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
31	Determinants of Sustainable Consumption Behaviour. <i>Advances in Business Strategy and Competitive Advantage Book Series</i> , 2018, , 239-262.	0.3	3
32	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
33	Brand Experience Anatomy in Hotels: An Interpretive Structural Modeling Approach. <i>Cornell Hospitality Quarterly</i> , 2017, 58, 165-178.	3.8	25
34	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
35	Development of a scale to measure hotel brand experiences. <i>International Journal of Contemporary Hospitality Management</i> , 2017, 29, 268-287.	8.0	68
36	Investigating the determinants of consumersâ€™ sustainable purchase behaviour. <i>Sustainable Production and Consumption</i> , 2017, 10, 110-120.	11.0	113

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37	Awareness and willingness towards Islamic banking among Muslims: An Indian perspective. International Journal of Islamic and Middle Eastern Finance and Management, 2017, 10, 92-101.	2.1	56
38	Market orientation, marketing capabilities and sustainable innovation. Management Research Review, 2017, 40, 698-724.	2.7	47
39	An Integrated Framework to Understand How Consumer-Perceived Ethicality Influences Consumer Hotel Brand Loyalty. Service Science, 2017, 9, 136-146.	1.3	28
40	An empirical investigation of tourists' choice of service delivery options. International Journal of Contemporary Hospitality Management, 2017, 29, 1892-1913.	8.0	23
41	Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. Telematics and Informatics, 2017, 34, 1294-1307.	5.8	170
42	Personality factors as predictors of online consumer engagement: an empirical investigation. Marketing Intelligence and Planning, 2017, 35, 510-528.	3.5	130
43	Understanding customer participation in online brand communities. Qualitative Market Research, 2017, 20, 306-334.	1.5	48
44	Brand Experience and Emotional Attachment in Services: The Moderating Role of Gender. Service Science, 2017, 9, 50-61.	1.3	27
45	Modeling the barriers of Indian telecom services using ISM and MICMAC approach. Journal of Asia Business Studies, 2017, 11, 188-209.	2.2	17
46	An ISM approach for modelling the enablers of sustainability in market-oriented firms. International Journal of Business Excellence, 2017, 12, 23.	0.3	21
47	Measuring customer social participation in online travel communities. Journal of Hospitality and Tourism Technology, 2017, 8, 432-464.	3.8	33
48	Social media usage and firm performance: the mediating role of social capital. Social Network Analysis and Mining, 2017, 7, 1.	2.8	24
49	Co-creation in hotel service innovation using smart phone apps: an empirical study. International Journal of Contemporary Hospitality Management, 2017, 29, 2647-2667.	8.0	77
50	Analyzing enablers of sustainable supply chain: ISM and fuzzy AHP approach. Journal of Modelling in Management, 2017, 12, 498-524.	1.9	52
51	Customer co-creation and adoption intention towards newly developed services: an empirical study. International Journal of Culture, Tourism and Hospitality Research, 2017, 11, 372-391.	2.9	26
52	Information technology capability as competitive advantage in emerging markets. International Journal of Emerging Markets, 2017, 12, 447-463.	2.2	23
53	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
54	Transforming Jewellery Designing: Empowering Customers through Crowdsourcing in India. Global Business Review, 2017, 18, 1325-1344.	3.1	14

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55	Bharat to India: a case of connecting IFFCO brand with generation Y. <i>International Journal of Business Excellence</i> , 2017, 13, 415.	0.3	0
56	Investigating the influence of information technology capability on risk and returns: a firm-level empirical analysis. <i>International Journal of Business Excellence</i> , 2017, 13, 112.	0.3	0
57	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
58	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
59	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
60	Risk Factors for Household Transmission of <i>Vibrio cholerae</i> in Dhaka, Bangladesh (CHoB17 Trial). <i>American Journal of Tropical Medicine and Hygiene</i> , 2017, 96, 1382-1387.	1.4	19
61	Social media marketing: literature review and future research directions. <i>International Journal of Business Information Systems</i> , 2017, 25, 213.	0.2	5
62	Assessing the impact of information technology capability on firm profitability and market value in emerging economies: a study from India. <i>International Journal of Business Information Systems</i> , 2017, 25, 192.	0.2	0
63	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
64	Impact of Social CRM Capabilities on Firm Performance. <i>International Journal of Information Systems in the Service Sector</i> , 2016, 8, 1-16.	0.4	11
65	Transmission of Infectious <i>Vibrio cholerae</i> through Drinking Water among the Household Contacts of Cholera Patients (CHoB17 Trial). <i>Frontiers in Microbiology</i> , 2016, 7, 1635.	3.5	22
66	The concept of online corporate brand experience: an empirical assessment. <i>Marketing Intelligence and Planning</i> , 2016, 34, 711-730.	3.5	38
67	Predictors of young consumer's green purchase behaviour. <i>Management of Environmental Quality</i> , 2016, 27, 452-472.	4.3	90
68	ZEE Zindagi: Offering Value through Distinct Approach. <i>South Asian Journal of Business and Management Cases</i> , 2016, 5, 155-161.	1.3	1
69	Information technology investment strategies: a review and synthesis of the literature. <i>Technology Analysis and Strategic Management</i> , 2016, 28, 1073-1094.	3.5	7
70	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
71	NEDFi: Transforming Lives through Shared Value Creation. <i>Asian Journal of Management Cases</i> , 2016, 13, 40-55.	0.3	2
72	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

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73	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
74	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
75	The transpiring journey of customer engagement research in marketing. <i>Management Decision</i> , 2016, 54, 2008-2034.	3.9	136
76	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
77	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
78	Retail brand experience: scale development and validation. <i>Journal of Product and Brand Management</i> , 2016, 25, 435-451.	4.3	38
79	Assessing the Influence of Stakeholders on Sustainability Marketing Strategy of Indian Companies. <i>SAGE Open</i> , 2016, 6, 215824401666799.	1.7	9
80	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
81	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
82	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
83	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
84	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
85	"Mangaldeep": Spreading Fragrance in India. <i>South Asian Journal of Business and Management Cases</i> , 2016, 5, 108-115.	1.3	0
86	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
87	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
88	Consumer responses to CSR in Indian banking sector. <i>International Review on Public and Nonprofit Marketing</i> , 2016, 13, 203-222.	2.0	13
89	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
90	Stakeholder identification and classification: a sustainability marketing perspective. <i>Management Research Review</i> , 2016, 39, 35-61.	2.7	37

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91	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
92	Self-service innovativeness scale: introduction, development, and validation of scale. <i>Service Business</i> , 2016, 10, 799-822.	4.2	11
93	Are Street Vendors Really Innovative Toward Self-service Technology?. <i>Information Technology for Development</i> , 2016, 22, 334-356.	4.8	10
94	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
95	Brand experience formation mechanism and its possible outcomes: A theoretical framework. <i>The Marketing Review</i> , 2015, 15, 239-259.	0.1	21
96	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
97	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
98	Customer Service Experience in Hotel Operations: An Empirical Analysis. <i>Procedia, Social and Behavioral Sciences</i> , 2015, 189, 266-274.	0.5	44
99	Roles and Resource Contributions of Customers in Value Co-creation. <i>International Strategic Management Review</i> , 2015, 3, 144-160.	2.3	105
100	Factors Affecting Green Purchase Behaviour and Future Research Directions. <i>International Strategic Management Review</i> , 2015, 3, 128-143.	2.3	709
101	A review and future directions of brand experience research. <i>International Strategic Management Review</i> , 2015, 3, 1-14.	2.3	44
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	Innovation adoption across self-service banking technologies in India. <i>International Journal of Bank Marketing</i> , 2015, 33, 96-121.	6.4	43
104	An alternative model of self-service retail technology adoption. <i>Journal of Services Marketing</i> , 2015, 29, 406-420.	3.0	75
105	Consumer perspective on CSR literature review and future research agenda. <i>Management Research Review</i> , 2015, 38, 195-216.	2.7	100
106	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
107	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
108	Co-creation of Social Value through Integration of Stakeholders. <i>Procedia, Social and Behavioral Sciences</i> , 2015, 189, 442-448.	0.5	48

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109	Identification and prioritization of barriers to total quality management implementation in service industry. TQM Journal, 2015, 27, 591-615.	3.3	54
110	Mobile Social Media: The New Hybrid Element of Digital Marketing Communications. Procedia, Social and Behavioral Sciences, 2015, 189, 335-343.	0.5	39
111	A Resource-Based View on Marketing Capability, Operations Capability and Financial Performance: An Empirical Examination of Mediating Role. Procedia, Social and Behavioral Sciences, 2015, 189, 406-415.	0.5	33
112	Tourist behaviour towards self-service hotel technology adoption: Trust and subjective norm as key antecedents. Tourism Management Perspectives, 2015, 16, 278-289.	5.2	135
113	Marketing capabilities and firm performance: literature review and future research agenda. International Journal of Productivity and Performance Management, 2015, 64, 1041-1067.	3.7	71
114	Sustainability, Social Responsibility and Value Co-creation: A Case Study Based Approach. Procedia, Social and Behavioral Sciences, 2015, 189, 314-319.	0.5	15
115	Sustainability adoption through buyer supplier relationship across supply chain: A literature review and conceptual framework. International Strategic Management Review, 2015, 3, 110-127.	2.3	75
116	The role of CSR as a determinant of consumer responses in financial sector. Decision, 2015, 42, 393-401.	1.5	13
117	Perspectives and Dimensions of Consumer Innovativeness: A Literature Review and Future Agenda. Journal of International Consumer Marketing, 2014, 26, 239-263.	3.7	79
118	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
119	Corporate sustainability performance and firm performance association: a literature review. International Journal of Sustainable Strategic Management, 2014, 4, 287.	0.0	6
120	Corporate sustainability performance assessment: an analytical hierarchy process approach. International Journal of Intercultural Information Management, 2014, 4, 1.	0.0	5
121	Building a corporate identity using corporate social responsibility: a website based study of Indian banks. Social Responsibility Journal, 2014, 10, 591-601.	2.9	38
122	Multi-Item Stakeholder Based Scale to Measure CSR in the Banking Industry. International Strategic Management Review, 2014, 2, 9-20.	2.3	91
123	Measuring customer experience in banks: scale development and validation. Journal of Modelling in Management, 2014, 9, 87-117.	1.9	112
124	Marketing through Spirituality: A Case of Patanjali Yogpeeth. Procedia, Social and Behavioral Sciences, 2014, 133, 481-490.	0.5	16
125	An instrument for measuring the key practices of total quality management in ICT industry: an empirical study in India. Service Business, 2013, 7, 275-306.	4.2	31
126	An empirical investigation of relationship between total quality management practices and quality performance in Indian service companies. International Journal of Quality and Reliability Management, 2013, 30, 280-318.	2.0	154

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127	Sustainability Marketing Strategy: An Analysis of Recent Literature. <i>Global Business Review</i> , 2013, 14, 601-625.	3.1	73
128	Corporate sustainability performance and firm performance research. <i>Management Decision</i> , 2013, 51, 361-379.	3.9	280
129	Modelling relationship marketing strategies for sustainability adoption. <i>International Journal of Intercultural Information Management</i> , 2013, 3, 277.	0.0	11
130	Survey on the usage of total quality management tools and techniques in Indian service industries: an empirical analysis. <i>International Journal of Quality and Innovation</i> , 2013, 2, 105.	0.6	10
131	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
132	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
133	Core quality and associated supportive quality parameters: a conceptual quality framework in healthcare establishment. <i>International Journal of Business Excellence</i> , 2012, 5, 238.	0.3	11
134	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
135	Total quality management in service sector: a literature review. <i>International Journal of Business Innovation and Research</i> , 2012, 6, 259.	0.2	40
136	Impact of Total Quality Management and Service Quality in the Banking Sector. <i>Journal of Telecommunications System & Management</i> , 2012, 01, .	0.1	15
137	Evolution of Sustainability as Marketing Strategy: Beginning of New Era. <i>Procedia, Social and Behavioral Sciences</i> , 2012, 37, 482-489.	0.5	86
138	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
139	Nonparametric approach to rank global petroleum business opportunities. <i>Journal of Applied Statistics</i> , 2011, 38, 631-646.	1.3	0
140	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
141	Best Practices of Total Quality Management Implementation in Health Care Settings. <i>Health Marketing Quarterly</i> , 2011, 28, 232-252.	1.0	75
142	Assessing the awareness of total quality management in Indian service industries. <i>Asian Journal on Quality</i> , 2011, 12, 228-243.	0.5	26
143	Customer experience: a critical literature review and research agenda. <i>International Journal of Services Sciences</i> , 2011, 4, 146.	0.0	11
144	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

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145	Identifying and modelling the factors of customer experience towards customers' satisfaction. International Journal of Modelling in Operations Management, 2011, 1, 359.	0.0	5
146	Prioritising the practices of total quality management: An analytic hierarchy process analysis for the service industries. Total Quality Management and Business Excellence, 2011, 22, 1331-1351.	3.8	84
147	Total quality management and service quality: an exploratory study of quality management practices and barriers in service industry. International Journal of Services and Operations Management, 2011, 10, 94.	0.2	65
148	Studying the impact of total quality management in service industries. International Journal of Productivity and Quality Management, 2010, 6, 249.	0.2	51
149	Evaluating a model for analyzing methods used for measuring customer experience. Journal of Database Marketing and Customer Strategy Management, 2010, 17, 78-90.	0.6	12
150	Critical Success Factors of TQM in Service Organizations: A Proposed Model. Services Marketing Quarterly, 2010, 31, 363-380.	1.1	111
151	Tariff balancing for increased subscription and revenue in a mobile network. International Journal of Mobile Communications, 2009, 7, 213.	0.3	4
152	Fuzzy approach to measuring healthcare service quality. International Journal of Behavioural and Healthcare Research, 2009, 1, 105.	0.1	4
153	E-government in India: modelling the barriers to its adoption and diffusion. Electronic Government, 2008, 5, 181.	0.2	28
154	LIFENET hospitals (India): developing new services' case study. International Journal of Health Care Quality Assurance, 2008, 21, 274-288.	0.9	2
155	Developing new services using fuzzy QFD: a LIFENET case study. International Journal of Health Care Quality Assurance, 2008, 21, 638-658.	0.9	17
156	TQM principles' application on information systems for empirical goals. The TQM Journal, 2007, 19, 76-87.	0.8	32
157	Customer experience management "A case study of an Indian bank. Journal of Database Marketing and Customer Strategy Management, 2006, 13, 203-221.	0.6	29
158	Superior Service Quality in Indian Cellular Telecommunication Industry. Services Marketing Quarterly, 2006, 27, 115-139.	1.1	21
159	Use of Internet in supply chain management: a study of Indian companies. Industrial Management and Data Systems, 2004, 104, 31-41.	3.7	81
160	A Model for the Sales and Distribution of E-Services. Services Marketing Quarterly, 2004, 26, 71-87.	1.1	10
161	Capturing the customer's voice, the centerpiece of strategy making. European Business Review, 2004, 16, 128-138.	3.4	52
162	Developing customer oriented service: a case study. Managing Service Quality, 2004, 14, 426-435.	2.4	32

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163	E-commerce solution for services. <i>European Business Review</i> , 2004, 16, 564-576.	3.4	17
164	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
165	Why large local conglomerates may not work in emerging markets. <i>European Business Review</i> , 2003, 15, 105-115.	3.4	4
166	First mover advantages in emerging economies: a discussion. <i>Management Decision</i> , 2003, 41, 141-147.	3.9	7
167	Sources of first mover advantages in emerging markets – an Indian perspective. <i>European Business Review</i> , 2003, 15, 359-369.	3.4	23
168	How do Prospective Candidates Evaluate a Business School?. <i>Paradigm</i> , 2002, 6, 11-21.	0.9	2
169	The Mexico Syndrome. <i>Vikalpa</i> , 1996, 21, 69-72.	1.2	2
170	TQM for Information Systems: Are Indian Organizations Ready?. <i>Interdisciplinary Journal of Information, Knowledge, and Management</i> , 0, 1, 125-136.	0.0	3
171	Understanding the Role of Processes in Value Co-Creation. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0