

Eze Sunday

List of Publications by Year in descending order

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41
papers

549
citations

759233

12
h-index

677142

22
g-index

41
all docs

41
docs citations

41
times ranked

296
citing authors

#	ARTICLE	IF	CITATIONS
1	Studying Service SME Adoption of Mobile Marketing Technology (MMT) via Technology-Organization-Environment Framework. <i>International Journal of Information Systems in the Service Sector</i> , 2022, 14, 1-16.	0.4	2
2	Some antecedent factors that shape SMEs adoption of social media marketing applications: a hybrid approach. <i>Journal of Science and Technology Policy Management</i> , 2021, 12, 41-61.	2.8	9
3	Empirical Evidence of Organizational Strategy and the Performance of Faith-Based Organizations. <i>International Journal of Business Strategy and Automation</i> , 2021, 2, 54-69.	0.6	0
4	Demographic determinants of mobile marketing technology adoption by small and medium enterprises (SMEs) in Ekiti State, Nigeria. <i>Humanities and Social Sciences Communications</i> , 2021, 8, .	2.9	8
5	Key Success Factors (KSFs) Underlying the Adoption of Social Media Marketing Technology. <i>SAGE Open</i> , 2021, 11, 215824402110066.	1.7	15
6	Examining mobile marketing technology adoption from an evolutionary process perspective: the study of the UK service SMEs. <i>International Journal of Business Information Systems</i> , 2021, 37, 151.	0.2	1
7	Entrepreneurship Education and Venture Intention of Female Engineering Students in A Nigerian University. <i>International Journal of Higher Education</i> , 2021, 10, 9.	0.5	2
8	Factors stimulating value micro-businesses attribute to digital marketing technology (DMT) adoption. <i>PLoS ONE</i> , 2021, 16, e0260145.	2.5	7
9	Managing Diversity for Organizational Efficiency. <i>SAGE Open</i> , 2020, 10, 215824401990017.	1.7	34
10	Impact of Foreign Direct Investment on the Financial Performance of Listed Deposit Banks in Nigeria. <i>International Journal of Financial Research</i> , 2020, 11, 323.	0.4	9
11	Critical factors influencing the adoption of digital marketing devices by service-oriented micro-businesses in Nigeria: A thematic analysis approach. <i>Humanities and Social Sciences Communications</i> , 2020, 7, .	2.9	23
12	Factors influencing the use of e-learning facilities by students in a private Higher Education Institution (HEI) in a developing economy. <i>Humanities and Social Sciences Communications</i> , 2020, 7, .	2.9	27
13	Determinants of dynamic process of emerging ICT adoption in SMEs â€“ actor network theory perspective. <i>Journal of Science and Technology Policy Management</i> , 2019, 10, 2-34.	2.8	17
14	Determinants of perceived information need for emerging ICT adoption. <i>Bottom Line: Managing Library Finances</i> , 2019, 32, 158-183.	5.3	19
15	Mobile marketing technology adoption in service SMEs: a multi-perspective framework. <i>Journal of Science and Technology Policy Management</i> , 2019, 10, 569-596.	2.8	48
16	Exposure to and usage of e-banking channels. <i>Journal of Science and Technology Policy Management</i> , 2019, 11, 133-148.	2.8	12
17	Critical Factors Influencing Mobile Marketing Technology Adoption by Micro Businesses in Nigeria: A Preliminary Study. , 2019, , .		1
18	Inventory Management and Organisational Efficiency. <i>Journal of Social Sciences Research</i> , 2019, , 756-763.	0.1	4

#	ARTICLE	IF	CITATIONS
19	Actors and emerging information, communications and technology (EICT) adoption: A study of UK small and medium services enterprisesâ€™. Cogent Business and Management, 2018, 5, 1480188.	2.9	6
20	The utilisation of e-learning facilities in the educational delivery system of Nigeria: a study of M-University. International Journal of Educational Technology in Higher Education, 2018, 15, .	7.6	60
21	Key success factors influencing SME managersâ€™ information behaviour on emerging ICT (EICT) adoption decision-making in UK SMEs. Bottom Line: Managing Library Finances, 2018, 31, 250-275.	5.3	26
22	Strategic roles of actors in emerging information communication technology (EICT) adoption in SMEs. Bottom Line: Managing Library Finances, 2018, 31, 114-136.	5.3	12
23	Revisiting ICT Adoption Theories and Charting a Progressive Path for Future ICT Adoption Research in SMEs. International Journal of Management Technology, 2017, 4, 41-63.	0.0	0
24	The Effects of Organizational Structure on the Performance of Organizations. European Journal of Business and Innovation Research, 2017, 5, 46-62.	0.1	3
25	Factors Influencing Consumers Buying Behaviour within the Clothing Industry. British Journal of Marketing Studies, 2016, 7, 63-81.	0.3	7
26	Agripreneurship Curriculum Development in Nigerian Higher Institutions. International Journal of Small Business and Entrepreneurship Research, 2016, 4, 53-66.	0.2	0
27	Corporate Social Responsibility in Nigeria: A Critical Review of the Literature. International Journal of Business and Management Review, 2016, 4, 86-103.	0.0	1
28	Key Factors Influencing Academic Performance of International Studentsâ€™ in UK Universities: A Preliminary Investigation,. British Journal of Education, 2015, 3, 55-68.	0.0	6
29	Role of Fair Trade and Its Strategic Implications to Organization Decision Making. British Journal of Marketing Studies, 2015, 3, 110-121.	0.3	0
30	Examining emerging ICT's adoption in SMEs from a dynamic process approach. Information Technology and People, 2014, 27, 63-82.	3.2	60
31	Key Success Factors Influencing Studentsâ€™ Trust On Tesco Grocery Services. International Journal of Small Business and Entrepreneurship Research, 2014, 2, 87-106.	0.2	0
32	Towards An Integrated Framework For Studying Information And Communication Technology (ICT) Adoption From A Dynamic Process Perspective. International Journal of Management Technology, 2014, 2, 38-49.	0.0	0
33	Do Firm Vary the Frequency of Advertising in an Offline and Online Environment? An analytical approach. British Journal of Marketing Studies, 2014, 2, 57-68.	0.3	0
34	Uptake of Enterprise 2.0 in SMEs: A Theoretical Perspective. European Journal of Computer Science and Information Technology, 2014, 2, 49-64.	0.2	0
35	Determinant factors of information communication technology (ICT) adoption by governmentâ€owned universities in Nigeria. Journal of Enterprise Information Management, 2013, 26, 427-443.	7.5	61
36	The Marketing Challenges of Healthcare Entrepreneurship: An Empirical Investigation in Nigeria. British Journal of Marketing Studies, 2013, 1, 1-16.	0.3	3

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37	Do Firm Vary the Frequency of Advertising in an Offline and Online Environment? An analytical approach. British Journal of Marketing Studies, 2013, 2, 57-68.	0.3	0
38	Analysis and Applicability of Cognitive Theories In Solving Inconsistency Among Cognitive Elements. International Journal of Business and Management Review, 2013, 1, 72-82.	0.0	1
39	Monetization of Workers Fringe Benefits: The Journey so far in Nigeria Federal Civil Service. Public Administration Research, 2012, 1, .	0.1	2
40	Factors Affecting Emerging ICT Adoption in SMEs: An Actor Network Theory Analysis. Communications in Computer and Information Science, 2012, , 361-377.	0.5	7
41	Upper echelon theory (UET). Journal of Systems and Information Technology, 2011, 13, 144-162.	1.7	56