

Prashant Raman

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3423697/publications.pdf>

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7
papers

124
citations

1684188
5
h-index

1720034
7
g-index

7
all docs

7
docs citations

7
times ranked

85
citing authors

#	ARTICLE	IF	CITATIONS
1	Understanding female consumers's intention to shop online. Asia Pacific Journal of Marketing and Logistics, 2019, 31, 1138-1160.	3.2	61
2	Examining the importance of gamification, social interaction and perceived enjoyment among young female online buyers in India. Young Consumers, 2021, 22, 387-412.	3.5	32
3	Zomato: a shining armour in the foodtech sector. Journal of Information Technology Case and Application Research, 2018, 20, 130-150.	0.8	10
4	Think Global and Buy Global: The Influence of Global Identity on Indian Consumers's Behaviour toward Chinese Smartphone Brands. Journal of Global Marketing, 2021, 34, 90-109.	3.4	7
5	Gym users: an enabler in creating an acceptance of sports and fitness wearable devices in India. International Journal of Sports Marketing and Sponsorship, 2022, 23, 707-726.	1.4	6
6	Online Shopping Characteristics and Their Influence on Female Buying Behavior. Journal of Electronic Commerce in Organizations, 2020, 18, 1-29.	1.1	5
7	Improving customer satisfaction by increasing the reach: Life Insurance Corporation of India. Emerald Emerging Markets Case Studies, 2016, 6, 1-21.	0.1	3