

# 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	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
2	Think Global and Buy Global: The Influence of Global Identity on Indian Consumersâ€™ Behaviour toward Chinese Smartphone Brands. Journal of Global Marketing, 2021, 34, 90-109.	3.4	7
3	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
4	Online Shopping Characteristics and Their Influence on Female Buying Behavior. Journal of Electronic Commerce in Organizations, 2020, 18, 1-29.	1.1	5
5	Understanding female consumersâ€™ intention to shop online. Asia Pacific Journal of Marketing and Logistics, 2019, 31, 1138-1160.	3.2	61
6	Zomato: a shining armour in the foodtech sector. Journal of Information Technology Case and Application Research, 2018, 20, 130-150.	0.8	10
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