

# SÃœphan Nasir

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3497767/publications.pdf>

Version: 2024-02-01

22  
papers

208  
citations

2258059

3  
h-index

1281871

11  
g-index

23  
all docs

23  
docs citations

23  
times ranked

194  
citing authors

#	ARTICLE	IF	CITATIONS
1	Discovering behavioral segments in the mobile phone market. Journal of Consumer Marketing, 2010, 27, 401-413.	2.3	74
2	Consumersâ€™ and Physiciansâ€™ Perceptions about High Tech Wearable Health Products. Procedia, Social and Behavioral Sciences, 2015, 195, 1261-1267.	0.5	62
3	The development, change, and transformation of Management Information Systems (MIS): A content analysis of articles published in business and marketing journals. International Journal of Information Management, 2005, 25, 442-457.	17.5	42
4	Customer Retention Strategies and Customer Loyalty. , 0, , 1178-1201.		5
5	Brand Personality of Web Search Engines. , 2009, , 31-47.		3
6	Technology Is Transforming Shopping Behavior. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2016, , 168-189.	0.8	3
7	Sales Promotional Strategies and Buying Behavior in an Emerging Market at the Post Recession Period. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2016, , 239-262.	0.8	2
8	Determining the Role of Communication and Distribution Channels for Organic Foods. Advances in Business Strategy and Competitive Advantage Book Series, 2017, , 149-164.	0.3	2
9	A Framework for CRM. , 0, , 361-412.		2
10	E-Entrepreneurship and ICT Ventures. International Journal of E-Entrepreneurship and Innovation, 2012, 3, 50-54.	0.6	1
11	Supporting Marketing Practices. Advances in E-Business Research Series, 2010, , 158-172.	0.4	1
12	Film Marketing. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2016, , 324-341.	0.8	1
13	Technology Is Transforming Shopping Behavior. , 2018, , 1508-1529.		1
14	Marketing Strategies in Competitive Markets and Challenging Times. , 2019, , 248-271.		1
15	Objektif ve SÃ¼bjektif Sosyal StatÃ¼s Arasındaki FarklÃ¼lÃ¼nün Ãncelenmesi. Journal of Economy,culture and Society, 2019, 59, 185-198.	0.1	1
16	Sales Promotional Strategies and Buying Behavior in an Emerging Market at the Post Recession Period. , 2020, , 404-427.		1
17	Investigation of Smartphone Use Addiction in Generation Y. Advances in Human and Social Aspects of Technology Book Series, 2020, , 190-205.	0.3	1
18	Integrating Mobile Marketing into the Marketing Communication. Advances in E-Business Research Series, 2010, , 417-426.	0.4	0

#	ARTICLE	IF	CITATIONS
19	Supporting Marketing Practices. , 0, , 1-15.		0
20	Integrating Mobile Marketing into the Marketing Communication. , 0, , 1221-1239.		0
21	Customer Relationship Management as a Customer-Centric Business Strategy. , 0, , 649-685.		0
22	Profiling the Citizens Based on Their Offline and Online Political Participation Level. Health Information Systems and the Advancement of Medical Practice in Developing Countries, 2022, , 214-230.	0.1	0