

# Arash Riasi

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3832976/publications.pdf>

Version: 2024-02-01

16  
papers

382  
citations

840776

11  
h-index

996975

15  
g-index

16  
all docs

16  
docs citations

16  
times ranked

203  
citing authors

#	ARTICLE	IF	CITATIONS
1	Modelling the impact of activity in brand communities on loyalty. International Journal of Internet Marketing and Advertising, 2020, 14, 1.	0.2	0
2	A paradigm shift in revenue management? The new landscape of hotel cancellation policies. Journal of Revenue and Pricing Management, 2019, 18, 434-440.	1.1	4
3	Hotel overbooking taxonomy: Who and how?. International Journal of Hospitality Management, 2019, 82, 1-4.	8.8	3
4	A proposition-based theorizing approach to hotel cancellation practices research. International Journal of Contemporary Hospitality Management, 2018, 30, 3211-3228.	8.0	14
5	Revenue Management and Length-of-Stay-Based Room Pricing. Cornell Hospitality Quarterly, 2017, 58, 393-399.	3.8	21
6	Taxonomy of Marketing Strategies Using Bank Customersâ€™ Clustering. International Journal of Business and Management, 2016, 11, 106.	0.2	11
7	An Investigation of Factors Affecting Brand Advertising Success and Effectiveness. International Business Research, 2016, 9, 20.	0.3	40
8	Customer Clustering Using a Combination of Fuzzy C-Means and Genetic Algorithms. International Journal of Business and Management, 2016, 11, 59.	0.2	22
9	Modelling and evaluating customer loyalty using neural networks: Evidence from startup insurance companies. Future Business Journal, 2016, 2, 15-30.	2.8	58
10	Examples of Unsustainable Tourism in Middle East. Environmental Management and Sustainable Development, 2015, 5, 69.	0.2	24
11	Effects of online marketing on Iranian ecotourism industry: Economic, sociological, and cultural aspects. Management Science Letters, 2015, , 915-926.	1.5	34
12	Barriers to international supply chain management in Iranian flower industry. Management Science Letters, 2015, 5, 363-368.	1.5	33
13	Competitive Advantages of Shadow Banking Industry: An Analysis Using Porter Diamond Model. Business Management and Strategy, 2015, 6, 15.	0.4	66
14	The relationship between principalsâ€™ reward power and their conflict management styles based on Thomasâ€™ Kilmann conflict mode instrument. Management Science Letters, 2015, 5, 611-618.	1.5	12
15	How Coercive and Legitimate Power Relate to Different Conflict Management Styles: A Case Study of Birjand High Schools. Journal of Studies in Education, 2015, 6, 147.	0.2	8
16	Identifying the Barriers to Iranâ€™s Saffron Export by Using Porterâ€™s Diamond Model. International Journal of Marketing Studies, 2012, 4, .	0.4	32