

Zazli Lily Wisker

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3865401/publications.pdf>

Version: 2024-02-01

13
papers

150
citations

1684188

5
h-index

1281871

11
g-index

13
all docs

13
docs citations

13
times ranked

75
citing authors

#	ARTICLE	IF	CITATIONS
1	Modeling employee-based brand equity (EBBE) and perceived environmental uncertainty (PEU) on a firm's performance. <i>Journal of Product and Brand Management</i> , 2016, 25, 490-503.	4.3	45
2	The effect of fake news in marketing halal food: a moderating role of religiosity. <i>Journal of Islamic Marketing</i> , 2021, 12, 558-575.	3.5	23
3	Modelling P2P Airbnb online host advertising effectiveness: the role of emotional appeal information completeness creativity and social responsibility. <i>International Journal of Culture, Tourism and Hospitality Research</i> , 2019, 13, 505-523.	2.9	20
4	Examining relationship quality in e-tailing experiences: a moderated mediated model. <i>Marketing Intelligence and Planning</i> , 2020, 38, 863-876.	3.5	20
5	Marketing a Destination Brand Image to Muslim Tourists: Does Accessibility to Cultural Needs Matter In Developing Brand Loyalty?. <i>Journal of Hospitality and Tourism Research</i> , 2023, 47, 84-105.	2.9	15
6	Environmental orientation and employee-based brand equity in 4 to 5-star hotels. <i>Anatolia</i> , 2019, 30, 404-419.	2.4	6
7	The effect of fake news on anger and negative word-of-mouth: moderating roles of religiosity and conservatism. <i>Journal of Marketing Analytics</i> , 2021, 9, 144-153.	3.7	6
8	The Effect of Religiosity, Spirituality and Family Power Influence on Family Business Sustainable Values. <i>Journal of Asia Entrepreneurship and Sustainability</i> , 2019, , 172-211.	0.2	4
9	The Effects of Environmental Orientation on Firm Performance and a Mediating Role of Employee-Based Brand Equity: A Comparative study. <i>International Journal of Business Science and Applied Management</i> , 2018, 3, 19-36.	0.3	3
10	EMOTIONAL INTELLIGENCE AND SALES PERFORMANCE. A MYTH OR REALITY?. <i>International Journal of Business and Society</i> , 2017, 16, .	0.9	3
11	Marketing mobile payment to baby boomers during COVID-19 pandemic: The role of emotional appeal, advertising creativity and perceived value. <i>Journal of Marketing Communications</i> , 2023, 29, 535-557.	4.0	3
12	Modelling managers' and subordinates' ethical behaviour on performance. <i>International Journal of Business Governance and Ethics</i> , 2021, 15, 129.	0.3	1
13	Online Travel Agencies (OTAs) and Hoteliers' Relationships: Do Social and Cognitive Relationships Matter?. <i>ASEAN Journal on Hospitality and Tourism</i> , 2022, 20, 28-55.	0.2	1