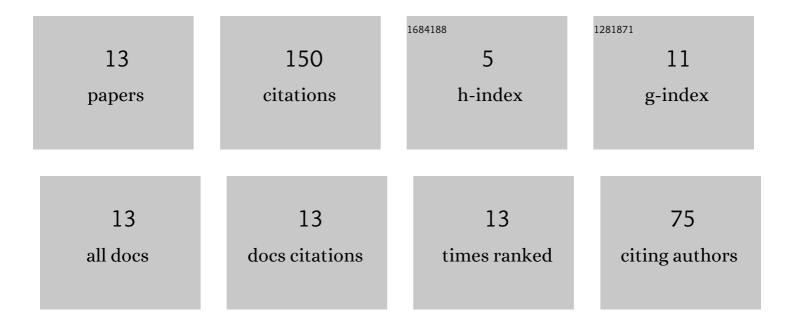
Zazli Lily Wisker

List of Publications by Year in descending order

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

Version: 2024-02-01



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