

Anwar Sadat Shimul

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4067067/publications.pdf>

Version: 2024-02-01

28
papers

529
citations

759055

12
h-index

713332

21
g-index

30
all docs

30
docs citations

30
times ranked

349
citing authors

#	ARTICLE	IF	CITATIONS
1	Drivers and barriers toward reducing meat consumption. <i>Appetite</i> , 2020, 149, 104636.	1.8	100
2	Uniqueness and status consumption in Generation Y consumers. <i>Marketing Intelligence and Planning</i> , 2017, 35, 673-687.	2.1	56
3	Antecedents and outcomes of brand prominence on willingness to buy luxury brands. <i>Journal of Fashion Marketing and Management</i> , 2015, 19, 402-415.	1.5	52
4	Investigating Female Shoppers's Attitude and Purchase Intention toward Green Cosmetics in South Africa. <i>Journal of Global Marketing</i> , 2022, 35, 37-56.	2.0	41
5	Conceptualising luxury brand attachment: scale development and validation. <i>Journal of Brand Management</i> , 2019, 26, 675-690.	2.0	37
6	Consumer Advocacy for Luxury Brands. <i>Australasian Marketing Journal</i> , 2018, 26, 264-271.	3.5	33
7	Consumer attitude and intention toward ridesharing. <i>Journal of Strategic Marketing</i> , 2022, 30, 115-136.	3.7	32
8	Motivations of playing digital games: A review and research agenda. <i>Psychology and Marketing</i> , 2022, 39, 937-950.	4.6	30
9	Luxury brand attachment: Predictors, moderators and consequences. <i>International Journal of Consumer Studies</i> , 2022, 46, 2466-2487.	7.2	22
10	Brand attachment: a review and future research. <i>Journal of Brand Management</i> , 2022, 29, 400-419.	2.0	20
11	Managing Strategies for Higher Education Institutions in the UK. <i>Higher Education for the Future</i> , 2015, 2, 32-48.	10.2	18
12	Investigating the Drivers of Consumer Acceptance and Response of SMS Advertising. <i>Journal of Promotion Management</i> , 2017, 23, 62-79.	2.4	17
13	SMS advertising the Hallyu way: drivers, acceptance and intention to receive. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2016, 28, .	1.8	15
14	Effects of luxury brand attachment and perceived envy on schadenfreude: does need for uniqueness moderate?. <i>Journal of Consumer Marketing</i> , 2021, 38, 709-720.	1.2	12
15	Regulatory focus and junk food avoidance: The influence of health consciousness, perceived risk and message framing. <i>Appetite</i> , 2021, 166, 105428.	1.8	10
16	Consumer Ethnocentrism, Market Mavenism and Social Network Analysis. <i>Australasian Marketing Journal</i> , 2018, 26, 281-288.	3.5	9
17	Is HUGO still the BOSS? Investigating the reciprocal effects of brand extensions on brand personality of luxury brands. <i>Australasian Marketing Journal</i> , 2021, 29, 297-305.	3.5	7
18	Young consumer's attitude toward local versus foreign luxury brands. <i>Journal of Global Fashion Marketing</i> , 2020, 11, 397-412.	2.4	6

#	ARTICLE	IF	CITATIONS
19	Jibon Tari: A Floating Hospital to Serve Distressed Humanity. Business Perspectives and Research, 2015, 3, 146-160.	1.6	4
20	Celebrity transgression and consumers' forgiveness: does religiosity matter?. Journal of Islamic Marketing, 2021, ahead-of-print, .	2.3	3
21	Factors influencing students' reactions to ethical dilemmas in advertising'. Asia Pacific Journal of Marketing and Logistics, 2020, 33, 689-711.	1.8	2
22	Ogniroth Studios: Transforming Ideas into Innovation. South Asian Journal of Business and Management Cases, 2015, 4, 202-217.	0.8	1
23	Young Consumer's Irrational Motives of Retail Borrowing. SSRN Electronic Journal, 0, , .	0.4	1
24	A cross cultural comparison between Chinese international and Australian domestic visitors on evaluation of luxury seaplane services. Tourism Recreation Research, 2024, 49, 393-409.	3.3	1
25	Strategic Issues for Accenture Bangladesh: A Developing Country Perspective. Vision, 2016, 20, 73-74.	1.5	0
26	Luxury Brand Attachment: Conceptualisation and Research Propositions"An Extended Abstract. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2017, , 1263-1268.	0.1	0
27	Guest Editorial: Luxury Branding " Strategy, Innovation and Sustainability. Australasian Marketing Journal, 2021, 29, 275-276.	3.5	0
28	THE ROLE OF LUXURY BRAND ATTACHMENT ON CONSUMER BRAND RELATIONSHIP. Global Fashion Management Conference, 2017, 2017, 152-157.	0.0	0