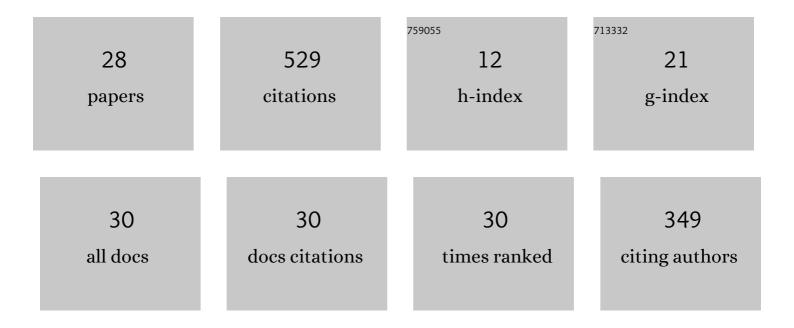
Anwar Sadat Shimul

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/4067067/publications.pdf Version: 2024-02-01



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

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#	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	Ο
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	Ο
28	THE ROLE OF LUXURY BRAND ATTACHMENT ON CONSUMER BRAND RELATIONSHIP. Global Fashion Management Conference, 2017, 2017, 152-157.	0.0	0