

GARIMA MALIK

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4259569/publications.pdf>

Version: 2024-02-01

5
papers

114
citations

1684188

5
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

80
citing authors

#	ARTICLE	IF	CITATIONS
1	Impact of Celebrity Endorsements and Brand Mascots on Consumer Buying Behavior. Journal of Global Marketing, 2014, 27, 128-143.	3.4	44
2	Extended expectation-confirmation model to predict continued usage of ODR/ride hailing apps: role of perceived value and self-efficacy. Information Technology and Tourism, 2019, 21, 461-482.	5.8	37
3	An Empirical Study on Behavioral Intent of Consumers in Online Shopping. Business Perspectives and Research, 2013, 2, 13-28.	2.6	12
4	Factors Affecting Consumer Adoption of Mobile Apps in NCR: A Qualitative Study. Global Business Review, 2020, 21, 176-196.	3.1	11
5	Personality matters: does an individual's personality affect adoption and continued use of green banking channels?. International Journal of Bank Marketing, 2022, 40, 746-772.	6.4	10