

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