

Pratibha Singh

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4429254/publications.pdf>

Version: 2024-02-01

4
papers

29
citations

2258059

3
h-index

2272923

4
g-index

4
all docs

4
docs citations

4
times ranked

16
citing authors

#	ARTICLE	IF	CITATIONS
1	Drivers of satisfaction and usage continuance in e-grocery retailing: a collaborative design supported perspective. <i>Journal of Research in Interactive Marketing</i> , 2023, 17, 176-194.	8.9	10
2	Gender differences in the wearable preferences, device and advertising value perceptions: smartwatches vs. fitness trackers. <i>International Journal of Technology Marketing</i> , 2020, 14, 199.	0.2	8
3	E-Grocery Retailing Mobile Application: Discerning Determinants of Repatronage Intentions in an Emerging Economy. <i>International Journal of Human-Computer Interaction</i> , 2021, 37, 1783-1798.	4.8	7
4	Instagram Advertising among Young Consumers in Wearable Fitness Trackers: The Moderating Role of Technology Acceptance Factors. <i>Journal of Global Marketing</i> , 2021, 34, 411-432.	3.4	4