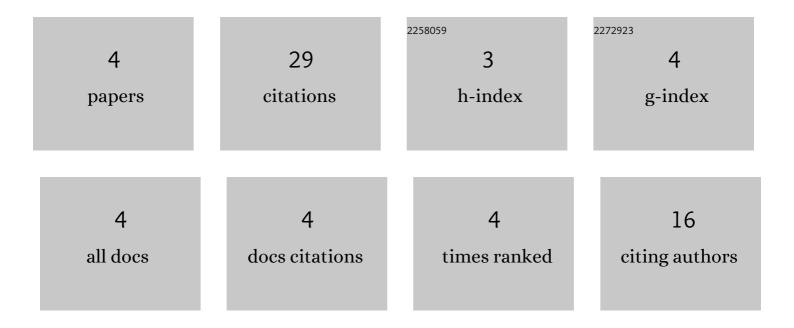
## Pratibha Singh

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/4429254/publications.pdf Version: 2024-02-01



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