

Taiwo O Soetan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4440554/publications.pdf>

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4
papers

180
citations

2258059

3
h-index

2550090

3
g-index

4
all docs

4
docs citations

4
times ranked

52
citing authors

#	ARTICLE	IF	CITATIONS
1	The implications of artificial intelligence on the digital marketing of financial services to vulnerable customers. <i>Australasian Marketing Journal</i> , 2021, 29, 235-242.	5.4	92
2	Financial services experience and consumption in Nigeria. <i>Journal of Services Marketing</i> , 2021, 35, 947-961.	3.0	48
3	Marketing bank services to financially vulnerable customers: evidence from an emerging economy. <i>International Journal of Bank Marketing</i> , 2021, 39, 402-428.	6.4	40
4	Effect of Provision and Utilization of Support Areas on International Students' Perceived Academic Success. <i>Advances in Higher Education and Professional Development Book Series</i> , 2021, , 265-290.	0.2	0