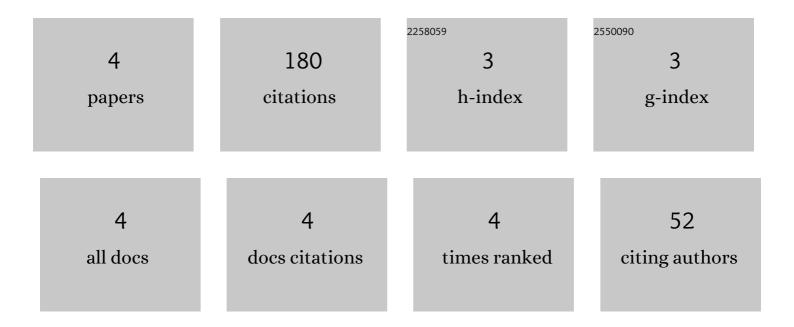
Taiwo O Soetan

List of Publications by Year in descending order

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

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TAINO O SOFTAN

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