Vandana Ahuja

List of Publications by Year
in descending order

56 papers	452 citations	949033 11 h-index	889612 19 g-index
56 all docs	56 docs citations	56 times ranked	318 citing authors

#	Article	IF	Citations
1	Transforming the Media and Entertainment Industry. Journal of Cases on Information Technology, 2022, 23, 1-17.	0.7	2
2	Leveraging Social Media Tools for Business Purposes. Advances in Business Strategy and Competitive Advantage Book Series, 2022, , 253-270.	0.2	0
3	Drivers of Social Media Content Marketing in the Banking Sector. , 2022, , 396-418.		2
4	Using Social Media to Manage Customer Expectations and Quality Perceptions in the Hospitality Industry. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2022, , 107-127.	0.7	3
5	Drivers of Social Media Content Marketing in the Banking Sector. International Journal of Service Science, Management, Engineering, and Technology, 2021, 12, 54-72.	0.7	6
6	Impact of Consumer Internet Self-Efficacy and User Friendliness of Websites on E-Commerce Adoption. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2021, , 149-163.	0.7	0
7	Mobile Shopping Apps. , 2021, , 688-704.		0
8	Measuring Consumer Brand Perception for Green Apparel Brands. International Journal of E-Business Research, 2020, 16, 28-46.	0.7	1
9	Promotion of Tourism Using Social Media. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2020, , 25-44.	0.7	1
10	Using Facebook as a Digital Tool for Developing Trust amongst Consumers using Netnography and Social Media Analytics: A Study of Jet Airways. Journal of Relationship Marketing, 2018, 17, 171-187.	2.8	13
11	The Future Scope of Netnography and Social Network Analysis in the Field of Marketing. Journal of Internet Commerce, 2018, 17, 26-45.	3.5	23
12	Quality Business School education and the expectations of the corporate-A research agenda. Procedia Computer Science, 2018, 139, 561-569.	1.2	6
13	The internet of things - new value streams for customers. International Journal of Information Technology and Management, 2017, 16, 360.	0.1	1
14	Twitter Presence of Jet Airways-Deriving Customer Insights Using Netnography and Wordclouds. Procedia Computer Science, 2017, 122, 17-24.	1.2	24
15	Virtual Team Effectiveness: An Empirical Study Using SEM. Procedia Computer Science, 2017, 122, 33-41.	1.2	36
16	Generating trust using Facebook-A study of 5 online apparel brands. Procedia Computer Science, 2017, 122, 42-49.	1.2	9
17	Mobile Shopping Apps. International Journal of Cyber Behavior, Psychology and Learning, 2017, 7, 40-55.	0.6	2
18	Employee profile configurator: a tool to improve effectiveness of a virtual team. International Journal of Networking and Virtual Organisations, 2017, 17, 392.	0.2	1

#	ARTICLE	IF	CITATIONS
19	Virtual Team Effectiveness. International Journal of Virtual and Personal Learning Environments, 2016, 6, 1-17.	0.4	0
20	An Empirical Segmentation of Users of Mobile Banking Apps. Journal of Internet Commerce, 2016, 15, 390-407.	3.5	26
21	Dawn of the digital age and the evolution of the marketing mix. Journal of Direct, Data and Digital Marketing Practice, 2016, 17, 170-186.	0.3	47
22	Creation of a Conceptual Model for Adoption of Mobile Apps for Shopping from E-Commerce Sitesâ€"An Indian Context. Procedia Computer Science, 2016, 91, 609-616.	1.2	22
23	A Study of Role Stress among the IT Professionals in India. International Journal of Human Capital and Information Technology Professionals, 2015, 6, 1-13.	0.5	12
24	Examining the impact of Emotional Intelligence on Organizational Role Stress. International Journal of Human Capital and Information Technology Professionals, 2015, 6, 51-63.	0.5	3
25	Development of an optimal solution for digital marketing variables in an online tool. International Journal of Internet Marketing and Advertising, 2015, 9, 49.	0.1	6
26	E-Marketing and Online Consumer Behavior. , 2015, , 2044-2059.		1
27	A Comparative Analysis of Functionalities of Salesforce.com, mySAP.com, and SiebelCRM. , 2015, , 911-922.		0
28	Digital Marketing Optimization. Advances in E-Business Research Series, 2015, , 162-170.	0.2	1
29	A Study of Online Co-Creation Strategies of Starbucks Using Netnography. International Journal of Online Marketing, 2014, 4, 39-51.	0.9	7
30	Factors Impacting Effectiveness in Virtual Teams. International Journal of Virtual Communities and Social Networking, 2014, 6, 42-52.	0.2	4
31	Digital Marketing Analytics. International Journal of Innovation in the Digital Economy, 2014, 5, 50-65.	0.2	0
32	Twirl of Dexterity. International Journal of Human Capital and Information Technology Professionals, 2014, 5, 65-84.	0.5	2
33	E-Marketing and the Hotel Industry. International Journal of Online Marketing, 2014, 4, 15-27.	0.9	1
34	Expanding the Kirkpatrick Evaluation Model-Towards more Efficient Training in the IT Sector. International Journal of Human Capital and Information Technology Professionals, 2014, 5, 19-34.	0.5	11
35	An Analytical Study of the Facebook Content Management Strategies of Dominos India. International Journal of Customer Relationship Marketing and Management, 2014, 5, 64-78.	0.2	0
36	Segmenting online consumers using K-means cluster analysis. International Journal of Logistics Economics and Globalisation, 2014, 6, 161.	0.3	4

#	Article	IF	Citations
37	Louis Vuitton. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2014, , 315-324.	0.7	2
38	E-Marketing and Online Consumer Behavior. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2014, , 366-381.	0.7	0
39	The New Age E-Enterprise. , 2014, , 214-227.		0
40	E-Commerce in a Web 2.0 World. International Journal of Online Marketing, 2013, 3, 38-55.	0.9	0
41	Websites and Internet Marketing. International Journal of Online Marketing, 2013, 3, 14-30.	0.9	8
42	The New Age E-Enterprise. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2013, , 313-326.	0.7	0
43	A Comparative Analysis of Functionalities of Salesforce.com, mySAP.com, and SiebelCRM. , 2013, , 529-539.		0
44	Metcalfe's law and operational, analytical and collaborative CRM-using online business communities for co-creation. Journal of Targeting, Measurement and Analysis for Marketing, 2012, 20, 35-45.	0.4	25
45	Internet Marketing and Consumers Online. International Journal of Online Marketing, 2012, 2, 70-82.	0.9	7
46	Market Influence Analytics in a Digital Ecosystem. International Journal of Online Marketing, 2012, 2, 42-53.	0.9	3
47	Corporate blogs and internet marketing â€" Using consumer knowledge and emotion as strategic variables to develop consumer engagement. Journal of Database Marketing and Customer Strategy Management, 2011, 18, 185-199.	0.6	17
48	An empirical approach to ECRM-increasing consumer trustworthiness using online product communities. Journal of Database Marketing and Customer Strategy Management, 2011, 18, 83-96.	0.6	9
49	Corporate blogs as tools for consumer segmentation-using cluster analysis for consumer profiling. Journal of Targeting, Measurement and Analysis for Marketing, 2011, 19, 173-182.	0.4	7
50	CRM in a Web 2.0 world: Using corporate blogs for campaign management. Journal of Direct, Data and Digital Marketing Practice, 2011, 13, 11-24.	0.3	9
51	Corporate blogs as e-CRM tools â€" Building consumer engagement through content management. Journal of Database Marketing and Customer Strategy Management, 2010, 17, 91-105.	0.6	87
52	E-Marketing and the Hotel Industry. , 0, , 303-313.		0
53	Digital Marketing Analytics. , 0, , 542-558.		0
54	Digital Marketing Optimization. , 0, , 559-567.		0

#	ARTICLE	IF	CITATIONS
55	An Analytical Study of the Facebook Content Management Strategies of Dominos India. , 0, , 1091-1105.		1
56	Intention to adopt user generated content on virtual travel communities: Exploring the mediating role of attitude. Tourism and Hospitality Research, 0, , 146735842210897.	2.4	0