Vandana Ahuja

List of Publications by Year in Descending Order

56 papers	**304** citations	**9** h-index	**16** g-index
56 ext. papers	**365** ext. citations	**0.9** avg, IF	**3.98** L-index

#	Paper	IF	Citations
56	Leveraging Social Media Tools for Business Purposes. *Advances in Business Strategy and Competitive Advantage Book Series*, **2022**, 253-270	0.3	
55	Drivers of Social Media Content Marketing in the Banking Sector **2022**, 396-418		
54	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	0.3	2
53	Transforming the Media and Entertainment Industry. *Journal of Cases on Information Technology*, **2021**, 23, 1-17	1.6	
52	Drivers of Social Media Content Marketing in the Banking Sector. *International Journal of Service Science, Management, Engineering, and Technology*, **2021**, 12, 54-72	0.9	5
51	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	0.3	
50	Mobile Shopping Apps **2021**, 688-704		
49	Measuring Consumer Brand Perception for Green Apparel Brands. *International Journal of E-Business Research*, **2020**, 16, 28-46	0.7	1
48	Promotion of Tourism Using Social Media. *Advances in Marketing, Customer Relationship Management, and E-services Book Series*, **2020**, 25-44	0.3	0
47	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	2.2	6
46	The Future Scope of Netnography and Social Network Analysis in the Field of Marketing. *Journal of Internet Commerce*, **2018**, 17, 26-45	3.8	17
45	Quality Business School education and the expectations of the corporate-A research agenda. *Procedia Computer Science*, **2018**, 139, 561-569	1.6	4
44	The internet of things - new value streams for customers. *International Journal of Information Technology and Management*, **2017**, 16, 360	0.2	1
43	Mobile Shopping Apps. *International Journal of Cyber Behavior, Psychology and Learning*, **2017**, 7, 40-55	0.5	1
42	Employee profile configurator: a tool to improve effectiveness of a virtual team. *International Journal of Networking and Virtual Organisations*, **2017**, 17, 392	0.4	1
41	Twitter Presence of Jet Airways-Deriving Customer Insights Using Netnography and Wordclouds. *Procedia Computer Science*, **2017**, 122, 17-24	1.6	16
40	Virtual Team Effectiveness: An Empirical Study Using SEM. *Procedia Computer Science*, **2017**, 122, 33-41	1.6	14

39	Generating trust using Facebook-A study of 5 online apparel brands. *Procedia Computer Science*, **2017**, 122, 42-49	1.6	4
38	Creation of a Conceptual Model for Adoption of Mobile Apps for Shopping from E-Commerce Sites-An Indian Context. *Procedia Computer Science*, **2016**, 91, 609-616	1.6	11
37	Virtual Team Effectiveness. *International Journal of Virtual and Personal Learning Environments*, **2016**, 6, 1-17	0.8	
36	An Empirical Segmentation of Users of Mobile Banking Apps. *Journal of Internet Commerce*, **2016**, 15, 390-407	3.8	18
35	Dawn of the digital age and the evolution of the marketing mix. *Journal of Direct, Data and Digital Marketing Practice*, **2016**, 17, 170-186		23
34	A Study of Role Stress among the IT Professionals in India. *International Journal of Human Capital and Information Technology Professionals*, **2015**, 6, 1-13	0.6	9
33	Examining the impact of Emotional Intelligence on Organizational Role Stress. *International Journal of Human Capital and Information Technology Professionals*, **2015**, 6, 51-63	0.6	3
32	Development of an optimal solution for digital marketing variables in an online tool. *International Journal of Internet Marketing and Advertising*, **2015**, 9, 49	0.7	3
31	E-Marketing and Online Consumer Behavior **2015**, 2044-2059		1
30	A Comparative Analysis of Functionalities of Salesforce.com, mySAP.com, and SiebelCRM **2015**, 911-922		
29	Digital Marketing Optimization. *Advances in E-Business Research Series*, **2015**, 162-170	0.4	1
28	Segmenting online consumers using K-means cluster analysis. *International Journal of Logistics Economics and Globalisation*, **2014**, 6, 161	0.3	3
27	A Study of Online Co-Creation Strategies of Starbucks Using Netnography. *International Journal of Online Marketing*, **2014**, 4, 39-51	0.4	6
26	Factors Impacting Effectiveness in Virtual Teams. *International Journal of Virtual Communities and Social Networking*, **2014**, 6, 42-52		2
25	Digital Marketing Analytics. *International Journal of Innovation in the Digital Economy*, **2014**, 5, 50-65	0.4	
24	Twirl of Dexterity. *International Journal of Human Capital and Information Technology Professionals*, **2014**, 5, 65-84	0.6	1
23	E-Marketing and the Hotel Industry. *International Journal of Online Marketing*, **2014**, 4, 15-27	0.4	
22	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	0.6	7

21   An Analytical Study of the Facebook Content Management Strategies of Dominos India. *International Journal of Customer Relationship Marketing and Management*, **2014**, 5, 64-78   0.5

20   Louis Vuitton. *Advances in Marketing, Customer Relationship Management, and E-services Book Series* , **2014**, 315-324   0.3   1

19   E-Marketing and Online Consumer Behavior. *Advances in Marketing, Customer Relationship Management, and E-services Book Series*, **2014**, 366-381   0.3

18   The New Age E-Enterprise **2014**, 214-227

17   E-Commerce in a Web 2.0 World. *International Journal of Online Marketing*, **2013**, 3, 38-55   0.4

16   Websites and Internet Marketing. *International Journal of Online Marketing*, **2013**, 3, 14-30   0.4   6

15   The New Age E-Enterprise. *Advances in Marketing, Customer Relationship Management, and E-services Book Series*, **2013**, 313-326   0.3

14   A Comparative Analysis of Functionalities of Salesforce.com, mySAP.com, and SiebelCRM **2013**, 529-539

13   Internet Marketing and Consumers Online. *International Journal of Online Marketing*, **2012**, 2, 70-82   0.4   7

12   Market Influence Analytics in a Digital Ecosystem. *International Journal of Online Marketing*, **2012**, 2, 42-53   0.4   2

11   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   21

10   An empirical approach to ECRM-increasing consumer trustworthiness using online product communities. *Journal of Database Marketing and Customer Strategy Management*, **2011**, 18, 83-96   8

9   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   7

8   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   9

7   Corporate blogs and internet marketing ∎Using consumer knowledge and emotion as strategic variables to develop consumer engagement. *Journal of Database Marketing and Customer Strategy Management*, **2011**, 18, 185-199   10

6   Corporate blogs as e-CRM tools ∎Building consumer engagement through content management. *Journal of Database Marketing and Customer Strategy Management*, **2010**, 17, 91-105   73

5   E-Marketing and the Hotel Industry303-313

4   Digital Marketing Analytics542-558

List of Publications