Maya F Farah

List of Publications by Year
in descending order

33 papers	**1,099** citations	516561 **16** h-index	434063 **31** g-index
36 all docs	**36** docs citations	**36** times ranked	**699** citing authors

#	Article	IF	Citations
1	Mobile-banking adoption: empirical evidence from the banking sector in Pakistan. International Journal of Bank Marketing, 2018, 36, 1386-1413.	3.6	177
2	Exploring consumer boycott intelligence using a socio-cognitive approach. Journal of Business Research, 2010, 63, 347-355.	5.8	125
3	The examination of virtual reality at the intersection of consumer experience, shopping journey and physical retailing. Journal of Retailing and Consumer Services, 2019, 48, 136-143.	5.3	113
4	The influence of religiously motivated consumer boycotts on brand image, loyalty and product judgment. European Journal of Marketing, 2014, 48, 2262-2283.	1.7	95
5	An adapted TPB approach to consumersâ€™ acceptance of service-delivery drones. Technology Analysis and Strategic Management, 2017, 29, 817-828.	2.0	63
6	Application of the theory of planned behavior to customer switching intentions in the context of bank consolidations. International Journal of Bank Marketing, 2017, 35, 147-172.	3.6	49
7	Disruptions versus more disruptions: How the Amazon dash button is altering consumer buying patterns. Journal of Retailing and Consumer Services, 2017, 39, 54-61.	5.3	49
8	From Amazon.com to Amazon.love: How Alexa is redefining companionship and interdependence for people with special needs. Psychology and Marketing, 2021, 38, 596-609.	4.6	41
9	Typology of social media followers: the case of luxury brands. Marketing Intelligence and Planning, 2018, 36, 558-571.	2.1	36
10	The Effects of Religion and Religiosity on Advertisement Assessment among Lebanese Consumers. Journal of International Consumer Marketing, 2014, 26, 344-369.	2.3	34
11	Consumersâ€™ switching motivations and intention in the case of bank mergers: a cross-cultural study. International Journal of Bank Marketing, 2017, 35, 254-274.	3.6	33
12	Fastâ€food addiction and antiâ€consumption behaviour: The moderating role of consumer social responsibility. International Journal of Consumer Studies, 2020, 44, 379-392.	7.2	30
13	Amazon's approach to consumersâ€™ usage of the Dash button and its effect on purchase decision involvement in the U.S. market. Journal of Retailing and Consumer Services, 2019, 47, 133-139.	5.3	27
14	Viability of Amazonâ€™s driven innovations targeting shoppersâ€™ impulsiveness. Journal of Retailing and Consumer Services, 2020, 53, 101973.	5.3	26
15	Fooled in the relationship: How Amazon Prime members' sense of selfâ€control counterâ€intuitively reinforces impulsive buying behavior. Journal of Consumer Behaviour, 2021, 20, 1497-1507.	2.6	22
16	From Karl Lagerfeld to Erdem: a series of collaborations between designer luxury brands and fast-fashion brands. Journal of Brand Management, 2019, 26, 567-582.	2.0	19
17	Controversial product advertisements in Lebanon. Journal of Islamic Marketing, 2015, 6, 22-43.	2.3	16
18	Consumer ethnocentrism and consumer animosity: A literature review. Strategic Change, 2021, 30, 19-28.	2.5	15

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19	The technology acceptance model revisited: empirical evidence from the tourism industry in Pakistan. Journal of Tourism Futures, 2021, ahead-of-print, .	2.3	15
20	A Comparison of the Influence of Personal and Cultural Values on the Consumption of Luxury Goods across Arab Regions: Levant versus Gulf. Contemporary Management Research, 2016, 12, 139-168.	1.4	14
21	The Pokémonisation of the first moment of truth. International Journal of Web Based Communities, 2017, 13, 262.	0.2	13
22	Consumer perception of Halal products. Journal of Islamic Marketing, 2021, 12, 280-301.	2.3	13
23	The advent of the 'social moment of truth' in online communities. International Journal of Web Based Communities, 2017, 13, 364.	0.2	10
24	The examination of self-service replenishing solutions' potential. International Journal of Web Based Communities, 2020, 16, 134.	0.2	10
25	Influencing the influencers: the case of retailers' social shopping platforms. International Journal of Web Based Communities, 2020, 16, 279.	0.2	9
26	Satisfying the online food crave: The case of online food aggregators. International Journal of Consumer Studies, 2022, 46, 1413-1427.	7.2	9
27	The effect of e-retailers' innovations on shoppers' impulsiveness and addiction in web-based communities: the case of Amazon's Prime Now. International Journal of Web Based Communities, 2019, 15, 327.	0.2	8
28	The transformative role of firm information transparency in triggering retail investor's perceived financial well-being. International Journal of Bank Marketing, 2021, 39, 1091-1113.	3.6	7
29	An Expectancy-Value Approach to the Study of Beliefs Underlying Consumer Boycott Intention. International Journal of Business and Management, 2014, 9, .	0.1	5
30	WhatsApp communication service: a controversial tool for luxury brands. Qualitative Market Research, 2022, 25, 337-360.	1.0	4
31	Handle with Care: Adoption of Drone Delivery Services. Springer Proceedings in Business and Economics, 2020, , 22-29.	0.3	3
32	An Assessment of Advertisements for Controversial Products in Lebanon: The Influence of Gender. Advertising and Society Review, 2015, 16, .	0.3	1
33	The Advent of the Voice Moment of Truth: The Case of Amazon's Alexa. Springer Proceedings in Business and Economics, 2019, , 165-174.	0.3	1