

Sita Mishra

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5422082/publications.pdf>

Version: 2024-02-01

46
papers

600
citations

840776

11
h-index

677142

22
g-index

48
all docs

48
docs citations

48
times ranked

371
citing authors

#	ARTICLE	IF	CITATIONS
1	Understanding consumer behavior regarding luxury fashion goods in India based on the theory of planned behavior. <i>Journal of Asia Business Studies</i> , 2017, 11, 4-21.	2.2	94
2	Luxury fashion consumption in sharing economy: A study of Indian millennials. <i>Journal of Global Fashion Marketing</i> , 2020, 11, 171-189.	3.7	74
3	The anatomy of circular economy transition in the fashion industry. <i>Social Responsibility Journal</i> , 2021, 17, 524-542.	2.9	51
4	The gamification of in-game advertising: Examining the role of psychological ownership and advertisement intrusiveness. <i>International Journal of Information Management</i> , 2021, 61, 102245.	17.5	45
5	Effect of value perceptions on luxury purchase intentions: an Indian market perspective. <i>International Review of Retail, Distribution and Consumer Research</i> , 2018, 28, 414-435.	2.0	29
6	Consumer retention through phygital experience in omnichannel retailing: role of consumer empowerment and satisfaction. <i>Journal of Strategic Marketing</i> , 2023, 31, 749-766.	5.5	27
7	Critical success factors for luxury fashion brands in emerging markets: Insights from a qualitative study. <i>Journal of Global Fashion Marketing</i> , 2021, 12, 47-61.	3.7	23
8	Luxury rental purchase intention among millennials—A cross-national study. <i>Thunderbird International Business Review</i> , 2021, 63, 503-516.	1.8	20
9	Impact of self-expressiveness and environmental commitment on sustainable consumption behavior: the moderating role of fashion consciousness. <i>Journal of Strategic Marketing</i> , 0, , 1-23.	5.5	19
10	Sadhu—On the Pathway of Luxury Sustainable Circular Value Model. <i>Environmental Footprints and Eco-design of Products and Processes</i> , 2019, , 55-82.	1.1	16
11	Is India Ready for e-Mobility? An Exploratory Study to Understand e-Vehicles Purchase Intention. <i>Theoretical Economics Letters</i> , 2019, 09, 376-391.	0.5	15
12	In-store marketing of private labels: applying cue utilisation theory. <i>International Journal of Retail and Distribution Management</i> , 2020, 49, 145-163.	4.7	14
13	Ecological consciousness and sustainable purchase behavior: the mediating role of psychological ownership. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2023, 35, 414-431.	3.2	14
14	Millennials'™ Self-Identity and Intention to Purchase Sustainable Products. <i>Australasian Marketing Journal</i> , 2023, 31, 199-210.	5.4	13
15	Ecotourism revisited: Last twenty-five years. <i>Czech Journal of Tourism: Journal of Masaryk University</i> , 2016, 5, 135-154.	0.2	12
16	An analysis of intensive mode pedagogy in management education in India. <i>International Journal of Educational Management</i> , 2015, 29, 408-419.	1.5	10
17	Exploring the impact of corporate social responsibility on consumer behaviour in India. <i>International Journal of Business Innovation and Research</i> , 2012, 6, 401.	0.2	9
18	Understanding consumer behaviour towards toxic chemical-free cosmetics using Schwartz values - a study from India. <i>International Journal of Indian Culture and Business Management</i> , 2018, 17, 185.	0.1	9

#	ARTICLE	IF	CITATIONS
19	Consumers' psychological reactance and ownership in in-game advertising. <i>Marketing Intelligence and Planning</i> , 2021, 39, 842-855.	3.5	9
20	Effect of emotional labour on emotional exhaustion: a study of retail sector in India. <i>International Journal of Indian Culture and Business Management</i> , 2011, 4, 73.	0.1	7
21	Consumers' response towards marketing through social networking sites in India. <i>International Journal of Indian Culture and Business Management</i> , 2011, 4, 436.	0.1	7
22	Effect of Economic Growth on the Logistics Sector in India. <i>Theoretical Economics Letters</i> , 2019, 09, 210-222.	0.5	7
23	Moderating effect of cognitive conflict on the relationship between value consciousness and online shopping cart abandonment. <i>International Review of Retail, Distribution and Consumer Research</i> , 2021, 31, 511-530.	2.0	7
24	Conspicuous value and luxury purchase intention in sharing economy in emerging markets: The moderating role of past sustainable behavior. <i>Journal of Global Fashion Marketing</i> , 2023, 14, 93-107.	3.7	7
25	An empirical study on customer interaction with a contact centre and its effect on CRM: a multicultural perspective from India. <i>International Journal of Indian Culture and Business Management</i> , 2012, 5, 37.	0.1	6
26	Analysing relationship among service quality, satisfaction and loyalty in internet banking: a study from India. <i>International Journal of Electronic Finance</i> , 2014, 8, 57.	0.2	6
27	Health Revolution. <i>Journal of Health Management</i> , 2015, 17, 395-406.	1.1	6
28	Web aggregation in India: E-business models in new economy. <i>International Journal of Business and Emerging Markets</i> , 2010, 2, 252.	0.1	5
29	Participation of youth in social networking sites in India. <i>International Journal of Business Innovation and Research</i> , 2010, 4, 358.	0.2	5
30	Perception of youth towards 3G technology in mobile phone in India. <i>International Journal of Business Innovation and Research</i> , 2011, 5, 89.	0.2	5
31	Online Retailing in India: Linking Internet Usage, Perceived Risks, Website Attributes and Past Online Purchase Behaviour. <i>Electronic Journal of Information Systems in Developing Countries</i> , 2014, 65, 1-17.	1.4	5
32	Do business management students have ethical fallout - a study from India?. <i>International Journal of Management Concepts and Philosophy</i> , 2018, 11, 11.	0.1	5
33	IT enabled mass customisation as a tool for bond building – an Indian case study. <i>International Journal of Business Information Systems</i> , 2011, 7, 136.	0.2	4
34	Training outsourcing in Indian telecom sector: critical success factors. <i>International Journal of Indian Culture and Business Management</i> , 2009, 2, 670.	0.1	3
35	An analysis of consumer preferences and segmentation for mobile phone service providers in India: a multivariate approach. <i>International Journal of Business Innovation and Research</i> , 2015, 9, 437.	0.2	3
36	Designing a value-added e-business model through information aggregation: an Indian case study. <i>International Journal of Business Information Systems</i> , 2009, 4, 311.	0.2	2

#	ARTICLE	IF	CITATIONS
37	Understanding Social Media Mindset of Consumers: An Indian perspective. Journal of Information Systems and Technology Management, 2015, 12, .	0.4	2
38	Perception towards professional and personal social networking sites: an exploratory study. International Journal of Business Excellence, 2013, 6, 393.	0.3	1
39	A Study to Explore Relationships Between Customer Demographics and Brand Loyalty in The Indian Telecom Sector. International Journal of Customer Relationship Marketing and Management, 2014, 5, 1-13.	0.4	1
40	Understanding consumer behaviour towards toxic chemical-free cosmetics using Schwartz values - a study from India. International Journal of Indian Culture and Business Management, 2018, 17, 185.	0.1	1
41	Assessing business-school students' attitude towards business ethics: a study from India. International Journal of Management in Education, 2012, 6, 330.	0.2	0
42	The Relationship Between Customer Demographics and Brand Loyalty in the Indian Telecom Sector. International Journal of Customer Relationship Marketing and Management, 2014, 5, 38-57.	0.4	0
43	Exploring social media users' behaviour based on electronic word-of-mouth: a multivariate analysis. International Journal of Business Forecasting and Market Intelligence, 2018, 4, 339.	0.2	0
44	Exploration of dissonance segments among fashion apparel consumers: Evidence from a developing nation. International Journal of Emerging Markets, 2023, 18, 3138-3157.	2.2	0
45	From Communication to Conversation. International Journal of Online Marketing, 2014, 4, 52-64.	1.1	0
46	Do business management students have ethical fallout - a study from India?. International Journal of Management Concepts and Philosophy, 2018, 11, 11.	0.1	0