

Daniel K Maduku

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5578803/publications.pdf>

Version: 2024-02-01

12
papers

417
citations

1307366

7
h-index

1372474

10
g-index

12
all docs

12
docs citations

12
times ranked

351
citing authors

#	ARTICLE	IF	CITATIONS
1	Understanding mobile marketing adoption intention by South African SMEs: A multi-perspective framework. <i>International Journal of Information Management</i> , 2016, 36, 711-723.	10.5	212
2	South African millennialsâ€™ acceptance and use of retail mobile banking apps: An integrated perspective. <i>Computers in Human Behavior</i> , 2020, 111, 106405.	5.1	91
3	Ethics of mobile behavioral advertising: Antecedents and outcomes of perceived ethical value of advertised brands. <i>Journal of Business Research</i> , 2019, 95, 464-478.	5.8	41
4	The effect of institutional trust on internet banking acceptance: Perspectives of South African banking retail customers. <i>South African Journal of Economic and Management Sciences</i> , 2016, 19, 533-548.	0.4	22
5	Water conservation campaigns in an emerging economy: how effective are they?. <i>International Journal of Advertising</i> , 2021, 40, 452-472.	4.2	15
6	Understanding E-Book Continuance Intention: Empirical Evidence from E-Book Users in a Developing Country. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2017, 20, 30-36.	2.1	12
7	Antecedents of mobile marketing adoption by SMEs: Does industry variance matter?. <i>Journal of Organizational Computing and Electronic Commerce</i> , 2021, 31, 222-249.	1.0	9
8	Factors of E-book Use Intentions: Perspective of Students in a Developing Country. <i>Perspectives on Global Development and Technology</i> , 2015, 14, 597-618.	0.2	7
9	Privacy concerns, internal political efficacy, intrusiveness, and voter resistance to the acceptance of political mobile marketing campaigns. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2020, 25, e1636.	0.5	3
10	Foreign Firmsâ€™ Cross-cultural Competence and Pro-domestic Purchasing Behaviours: How Relevant Are Social Norms?. <i>Global Business Review</i> , 0, , 097215092110303.	1.6	3
11	Customer acceptance of mobile banking services: Use experience as moderator. <i>Social Behavior and Personality</i> , 2017, 45, 893-900.	0.3	2
12	Components of the Mobile Social Networking Sites Addiction Scale and Its Relationship with Social Overload and Religiosity. <i>Global Business Review</i> , 0, , 097215092210938.	1.6	0