

Imran Khan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/574926/publications.pdf>

Version: 2024-02-01

38
papers

1,936
citations

279798

23
h-index

315739

38
g-index

38
all docs

38
docs citations

38
times ranked

1160
citing authors

#	ARTICLE	IF	CITATIONS
1	An investigation of consumer evaluation of authenticity of their company's CSR engagement. Total Quality Management and Business Excellence, 2022, 33, 55-72.	3.8	19
2	Do brandsâ€™ social media marketing activities matter? A moderation analysis. Journal of Retailing and Consumer Services, 2022, 64, 102794.	9.4	48
3	Value creation or value destruction: Conceptualizing the experiential nature of <scp>valueâ€™nâ€™use</scp>. Journal of Consumer Behaviour, 2022, 21, 583-601.	4.2	23
4	Corporate social responsibility and customer-citizenship behaviors: the role of customerâ€™company identification. European Business Review, 2022, 34, 858-875.	3.4	28
5	The sharing economy: the influence of perceived corporate social responsibility on brand commitment. Journal of Product and Brand Management, 2021, 30, 964-975.	4.3	20
6	Employee Motivation to Co-Create Value (EMCCV): Construction and Validation of Scale. Journal of Retailing and Consumer Services, 2021, 58, 102334.	9.4	17
7	Solving I-fuzzy two-person zero-sum matrix games: Tanaka and Asai approach. Granular Computing, 2021, 6, 399-409.	8.0	10
8	Do Millennials share similar perceptions of brand experience? A clusterization based on brand experience and other brand-related constructs: the case of Netflix. Journal of Marketing Analytics, 2021, 9, 33-43.	3.7	12
9	Online destination brand experience and authenticity: Does individualism-collectivism orientation matter?. Journal of Destination Marketing & Management, 2021, 20, 100597.	5.3	21
10	A novel equilibrium solution concept for intuitionistic fuzzy bi-matrix games considering proportion mix of possibility and necessity expectations. Granular Computing, 2020, 5, 461-483.	8.0	13
11	Gender, loyalty card membership, age, and critical incident recovery: Do they moderate experience-loyalty relationship?. International Journal of Hospitality Management, 2020, 89, 102408.	8.8	31
12	Impact of website attributes on customer engagement in banking: a solicitation of stimulus-organism-response theory. International Journal of Bank Marketing, 2020, 38, 1279-1303.	6.4	110
13	Customer experience and commitment in retailing: Does customer age matter?. Journal of Retailing and Consumer Services, 2020, 57, 102219.	9.4	85
14	The effect of CSR engagement on eWOM on social media. International Journal of Organizational Analysis, 2020, 28, 941-956.	2.9	60
15	Do experience and engagement matter to millennial consumers?. Marketing Intelligence and Planning, 2020, 39, 329-341.	3.5	17
16	Customer engagement in the service context: An empirical investigation of the construct, its antecedents and consequences. Journal of Retailing and Consumer Services, 2019, 50, 277-285.	9.4	199
17	Connecting the dots between CSR and brand loyalty: the mediating role of brand experience and brand trust. International Journal of Business Excellence, 2019, 17, 439.	0.3	35
18	Brand engagement and experience in online services. Journal of Services Marketing, 2019, 34, 163-175.	3.0	74

#	ARTICLE	IF	CITATIONS
19	Striving for legitimacy through CSR: an exploration of employees responses in controversial industry sector. <i>Social Responsibility Journal</i> , 2019, 15, 924-938.	2.9	24
20	CSR and consumer behavioral responses: the role of customer-company identification. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2018, 30, 460-477.	3.2	61
21	Brand Experience Anatomy in Hotels: An Interpretive Structural Modeling Approach. <i>Cornell Hospitality Quarterly</i> , 2017, 58, 165-178.	3.8	25
22	Development of a scale to measure hotel brand experiences. <i>International Journal of Contemporary Hospitality Management</i> , 2017, 29, 268-287.	8.0	68
23	Antecedents and outcomes of brand experience: an empirical study. <i>Journal of Brand Management</i> , 2017, 24, 439-452.	3.5	77
24	Brand Experience and Emotional Attachment in Services: The Moderating Role of Gender. <i>Service Science</i> , 2017, 9, 50-61.	1.3	27
25	The concept of online corporate brand experience: an empirical assessment. <i>Marketing Intelligence and Planning</i> , 2016, 34, 711-730.	3.5	38
26	Measuring consumer perception of CSR in tourism industry: Scale development and validation. <i>Journal of Hospitality and Tourism Management</i> , 2016, 27, 39-48.	6.6	87
27	The role of customer brand engagement and brand experience in online banking. <i>International Journal of Bank Marketing</i> , 2016, 34, 1025-1041.	6.4	114
28	E-tail brand experience's influence on e-brand trust and e-brand loyalty. <i>International Journal of Retail and Distribution Management</i> , 2016, 44, 588-606.	4.7	67
29	Retail brand experience: scale development and validation. <i>Journal of Product and Brand Management</i> , 2016, 25, 435-451.	4.3	38
30	How does corporate association influence consumer brand loyalty? Mediating role of brand identification. <i>Journal of Product and Brand Management</i> , 2016, 25, 629-641.	4.3	40
31	The effect of CSR on consumer behavioral responses after service failure and recovery. <i>European Business Review</i> , 2016, 28, 583-599.	3.4	31
32	Brand experience formation mechanism and its possible outcomes: A theoretical framework. <i>The Marketing Review</i> , 2015, 15, 239-259.	0.1	21
33	A review and future directions of brand experience research. <i>International Strategic Management Review</i> , 2015, 3, 1-14.	2.3	44
34	Brand experience anatomy in retailing: An interpretive structural modeling approach. <i>Journal of Retailing and Consumer Services</i> , 2015, 24, 60-69.	9.4	106
35	Building company reputation and brand equity through CSR: the mediating role of trust. <i>International Journal of Bank Marketing</i> , 2015, 33, 840-856.	6.4	134
36	The role of CSR as a determinant of consumer responses in financial sector. <i>Decision</i> , 2015, 42, 393-401.	1.5	13

#	ARTICLE	IF	CITATIONS
37	Influence of Experiential Marketing on Customer Purchase Intention: A Study of Passenger Car Market. Management and Labour Studies, 2014, 39, 319-328.	1.6	8
38	Multi-Item Stakeholder Based Scale to Measure CSR in the Banking Industry. International Strategic Management Review, 2014, 2, 9-20.	2.3	91