

Shiv Ratan Agrawal

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6305322/publications.pdf>

Version: 2024-02-01

14
papers

195
citations

1163117

8
h-index

1125743

13
g-index

14
all docs

14
docs citations

14
times ranked

96
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 1 | An Indian customer surrounding 7P×3s of service marketing. Journal of Retailing and Consumer Services, 2015, 22, 85-95. | 9.4 | 64 |
| 2 | Optimizing customer engagement content strategy in retail and E-tail: Available on online product review videos. Journal of Retailing and Consumer Services, 2022, 67, 102966. | 9.4 | 20 |
| 3 | Price transparency reflects assurance and reliability. Journal of Retailing and Consumer Services, 2016, 31, 43-51. | 9.4 | 19 |
| 4 | Constructive usage of WhatsApp in education sector for strengthening relations. International Journal of Educational Management, 2019, 33, 954-964. | 1.5 | 19 |
| 5 | Adoption of WhatsApp for Strengthening Internal CRM through Social Network Analysis. Journal of Relationship Marketing, 2021, 20, 261-281. | 4.4 | 16 |
| 6 | The impact of mobile marketing initiatives on customers' attitudes and behavioural outcomes. Journal of Research in Interactive Marketing, 2016, 10, 150-176. | 8.9 | 15 |
| 7 | Determining banking service attributes from online reviews: text mining and sentiment analysis. International Journal of Bank Marketing, 2022, 40, 558-577. | 6.4 | 15 |
| 8 | Measuring CRM Effectiveness in Indian Stock Broking Services. Journal of Global Information Management, 2019, 27, 144-164. | 2.8 | 8 |
| 9 | Digital Pollution and Its Impact on the Family and Social Interactions. Journal of Family Issues, 2021, 42, 2648-2678. | 1.6 | 6 |
| 10 | The effects of traditional practices on modern banking system. International Journal of Bank Marketing, 2016, 34, 476-500. | 6.4 | 4 |
| 11 | Customer Satisfaction via Service Quality Dimensions. International Journal of Customer Relationship Marketing and Management, 2014, 5, 32-48. | 0.4 | 3 |
| 12 | Customer Management Practices. International Journal of Customer Relationship Marketing and Management, 2015, 6, 1-14. | 0.4 | 2 |
| 13 | Disclosure of Silent Branding During COVID-19 Pandemic: A Study of Sarsiwa Village in Chhattisgarh State of India. International Journal of Rural Management, 2022, 18, 394-409. | 1.3 | 2 |
| 14 | Disconnect to Connect to Different Age Group Customers. Information Resources Management Journal, 2022, 35, 1-19. | 1.1 | 2 |