

# Shiv Ratan Agrawal

## List of Publications by Year in descending order

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

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14  
papers

195  
citations

1163117

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h-index

1125743

13  
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all docs

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docs citations

14  
times ranked

96  
citing authors

#	ARTICLE	IF	CITATIONS
1	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
2	Disconnect to Connect to Different Age Group Customers. Information Resources Management Journal, 2022, 35, 1-19.	1.1	2
3	Determining banking service attributes from online reviews: text mining and sentiment analysis. International Journal of Bank Marketing, 2022, 40, 558-577.	6.4	15
4	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
5	Adoption of WhatsApp for Strengthening Internal CRM through Social Network Analysis. Journal of Relationship Marketing, 2021, 20, 261-281.	4.4	16
6	Digital Pollution and Its Impact on the Family and Social Interactions. Journal of Family Issues, 2021, 42, 2648-2678.	1.6	6
7	Constructive usage of WhatsApp in education sector for strengthening relations. International Journal of Educational Management, 2019, 33, 954-964.	1.5	19
8	Measuring CRM Effectiveness in Indian Stock Broking Services. Journal of Global Information Management, 2019, 27, 144-164.	2.8	8
9	The effects of traditional practices on modern banking system. International Journal of Bank Marketing, 2016, 34, 476-500.	6.4	4
10	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
11	Price transparency reflects assurance and reliability. Journal of Retailing and Consumer Services, 2016, 31, 43-51.	9.4	19
12	Customer Management Practices. International Journal of Customer Relationship Marketing and Management, 2015, 6, 1-14.	0.4	2
13	An Indian customer surrounding 7P's of service marketing. Journal of Retailing and Consumer Services, 2015, 22, 85-95.	9.4	64
14	Customer Satisfaction via Service Quality Dimensions. International Journal of Customer Relationship Marketing and Management, 2014, 5, 32-48.	0.4	3