

Prachi Gala

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6425472/publications.pdf>

Version: 2024-02-01

7
papers

60
citations

1937685

4
h-index

1720034

7
g-index

7
all docs

7
docs citations

7
times ranked

11
citing authors

#	ARTICLE	IF	CITATIONS
1	Factors influencing actual usage of fitness tracking devices: Empirical evidence from the UTAUT model. <i>Health Marketing Quarterly</i> , 2023, 40, 19-38.	1.0	9
2	Artificial intelligence, financial anxiety and cashier-less checkouts: a Saudi Arabian perspective. <i>International Journal of Bank Marketing</i> , 2022, 40, 1200-1216.	6.4	15
3	GOING THE EXTRA MILE: TEACHING INNOVATIONS DURING COVID TIMES. <i>Marketing Education Review</i> , 2022, 32, 181-184.	1.3	2
4	Disruptive technology and AI in the banking industry of an emerging market. <i>International Journal of Bank Marketing</i> , 2022, 40, 1217-1247.	6.4	15
5	BREAKING DOWN CLASSROOM WALLS: TEACHING MOMENTS FOR ONLINE LEARNING EXCELLENCE. <i>Marketing Education Review</i> , 2021, 31, 55-57.	1.3	4
6	The divergent effects of organizational identification on salesperson and customer outcomes in a friend-selling context. <i>Journal of Personal Selling and Sales Management</i> , 2020, 40, 95-113.	2.8	13
7	BIG IMPACT TEACHING MOMENTS IN THE BIG EASY. <i>Marketing Education Review</i> , 2020, 30, 89-91.	1.3	2