

Maruf Salimon

List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

14
papers

155
citations

6
h-index

12
g-index

16
ext. papers

224
ext. citations

2.4
avg, IF

3.21
L-index

#	Paper	IF	Citations
14	SMEs' Adoption of Artificial Intelligence-Chatbots for Marketing Communication: A Conceptual Framework for an Emerging Economy. <i>Palgrave Studies of Marketing in Emerging Economies</i> , 2022 , 25-53		
13	E-learning satisfaction and retention: a concurrent perspective of cognitive absorption, perceived social presence and technology acceptance model. <i>Journal of Systems and Information Technology</i> , 2021 , ahead-of-print,	1.7	6
12	Smartphone banking usage in Nigeria: Gamification, technology acceptance and cultural factors empirical perspectives. <i>Electronic Journal of Information Systems in Developing Countries</i> , 2021 , 87, e12174 ³	1.4	1
11	Malaysian SMEs m-commerce adoption: TAM 3, UTAUT 2 and TOE approach. <i>Journal of Science and Technology Policy Management</i> , 2021 , ahead-of-print,	2.4	5
10	Purchase Intention Towards Organic Food Among Undergraduate Students. <i>WSEAS Transactions on Environment and Development</i> , 2020 , 16, 734-743	1.1	6
9	Green innovation performance! How to be achieved? A study applied on Malaysian manufacturing sector. <i>Sustainable Futures</i> , 2020 , 2, 100040	2.9	4
8	Establishing the effect of government support on the relationship between gender egalitarian and women leadership effectiveness among public universities in KSA. <i>Gender in Management</i> , 2019 , 34, 306-325	2.9	0
7	Building sustainability in the construction industry through firm capabilities, technology and business innovativeness: empirical evidence from Malaysia. <i>International Journal of Construction Management</i> , 2019 , 1-16	1.9	11
6	TOURISM INTENTION: THE EMPIRICAL INVESTIGATIONS OF PULL, PUSH AND PERCEIVED SECURITY FACTORS IN NIGERIA. <i>Geojournal of Tourism and Geosites</i> , 2019 , 25, 358-374	1.5	3
5	Analysis of some factors driving ecological sustainability in construction firms. <i>Journal of Cleaner Production</i> , 2019 , 208, 1537-1545	10.3	36
4	The Influence of Organizational External Factors on Construction Risk Management among Nigerian Construction Companies. <i>Safety and Health at Work</i> , 2018 , 9, 115-124	4	36
3	Do risk and fun matter in the adoption of mobile commerce in Nigeria? A PLS-SEM approach. <i>Management Science Letters</i> , 2018 , 507-518	1	1
2	The mediating role of hedonic motivation on the relationship between adoption of e-banking and its determinants. <i>International Journal of Bank Marketing</i> , 2017 , 35, 558-582	4	41
1	Integrating technology acceptance model and organizational innovativeness in the adoption of mobile commerce. <i>Management Science Letters</i> , 2017 , 497-512	1	4