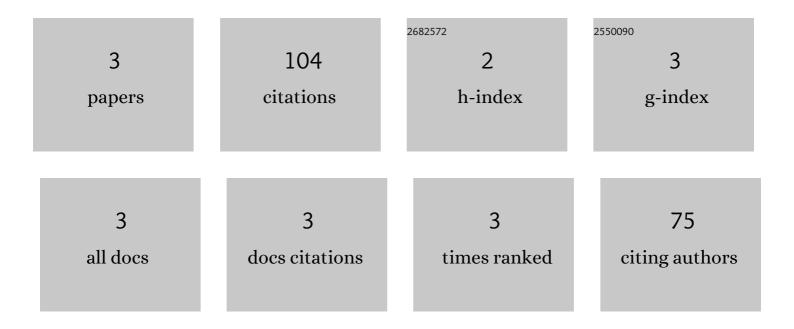
Amrul Asraf Mohd-Any

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/6755866/publications.pdf Version: 2024-02-01



| # | Article | IF | CITATIONS |
|---|--|------|-----------|
| 1 | Does patient empowerment matter in building loyalty?. International Journal of Consumer Studies, 2022, 46, 653-675. | 11.6 | 3 |
| 2 | Validating a consumer-based service brand equity (CBSBE) model in the airline industry. Journal of Retailing and Consumer Services, 2021, 59, 102354. | 9.4 | 22 |
| 3 | Constructing online switching barriers: examining the effects of switching costs and alternative attractiveness on e-store loyalty in online pure-play retailers. Electronic Markets, 2016, 26, 157-171. | 8.1 | 79 |