

Raouf Ahmad Rather

List of Publications by Year in descending order

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Version: 2024-02-01

29
papers

2,293
citations

279798

23
h-index

501196

28
g-index

29
all docs

29
docs citations

29
times ranked

986
citing authors

#	ARTICLE	IF	CITATIONS
1	Tourism-based customer engagement: the construct, antecedents, and consequences. <i>Service Industries Journal</i> , 2019, 39, 519-540.	8.3	179
2	Customer experience and engagement in tourism destinations: the experiential marketing perspective. <i>Journal of Travel and Tourism Marketing</i> , 2020, 37, 15-32.	7.0	158
3	Demystifying the effects of perceived risk and fear on customer engagement, co-creation and revisit intention during COVID-19: A protection motivation theory approach. <i>Journal of Destination Marketing & Management</i> , 2021, 20, 100564.	5.3	141
4	Monitoring the impacts of tourism-based social media, risk perception and fear on tourists' attitude and revisiting behaviour in the wake of COVID-19 pandemic. <i>Current Issues in Tourism</i> , 2021, 24, 3275-3283.	7.2	137
5	Exploring and validating social identification and social exchange-based drivers of hospitality customer loyalty. <i>International Journal of Contemporary Hospitality Management</i> , 2019, 31, 1432-1451.	8.0	134
6	Investigating the Impact of Customer Brand Identification on Hospitality Brand Loyalty: A Social Identity Perspective. <i>Journal of Hospitality Marketing and Management</i> , 2018, 27, 487-513.	8.2	133
7	Service innovativeness and tourism customer outcomes. <i>International Journal of Contemporary Hospitality Management</i> , 2019, 31, 4227-4246.	8.0	113
8	First-Time versus Repeat Tourism Customer Engagement, Experience, and Value Cocreation: An Empirical Investigation. <i>Journal of Travel Research</i> , 2022, 61, 549-564.	9.0	111
9	Impact of website attributes on customer engagement in banking: a solicitation of stimulus-organism-response theory. <i>International Journal of Bank Marketing</i> , 2020, 38, 1279-1303.	6.4	110
10	Customers' service-related engagement, experience, and behavioral intent: Moderating role of age. <i>Journal of Retailing and Consumer Services</i> , 2021, 60, 102453.	9.4	110
11	An assessment of corporate social responsibility on customer company identification and loyalty in banking industry: a PLS-SEM analysis. <i>Management Research Review</i> , 2020, 43, 1337-1370.	2.7	101
12	Customer engagement in evolving technological environments: synopsis and guiding propositions. <i>European Journal of Marketing</i> , 2019, 53, 2018-2023.	2.9	99
13	Investigating the mediating role of visitor satisfaction in the relationship between memorable tourism experiences and behavioral intentions in heritage tourism context. <i>Tourism Review</i> , 2022, 77, 687-709.	6.4	92
14	Consequences of Consumer Engagement in Service Marketing: An Empirical Exploration. <i>Journal of Global Marketing</i> , 2019, 32, 116-135.	3.4	90
15	The effects of service quality and consumer-brand value congruity on hospitality brand loyalty. <i>Anatolia</i> , 2019, 30, 547-559.	2.4	88
16	Promoting customer brand engagement and brand loyalty through customer brand identification and value congruity. <i>Spanish Journal of Marketing - ESIC</i> , 2018, 22, 319-337.	5.2	85
17	Customer brand identification, affective commitment, customer satisfaction, and brand trust as antecedents of customer behavioral intention of loyalty: An empirical study in the hospitality sector. <i>Journal of Global Scholars of Marketing Science</i> , 2019, 29, 196-217.	2.0	76
18	Destination branding in tourism: insights from social identification, attachment and experience theories. <i>Anatolia</i> , 2020, 31, 229-243.	2.4	50

#	ARTICLE	IF	CITATIONS
19	Customer engagement for evaluating customer relationships in hotel industry. <i>European Journal of Tourism Hospitality and Recreation</i> , 2017, 8, 1-13.	0.8	46
20	The impact of the magnitude of service failure and complaint handling on satisfaction and brand credibility in the banking industry. <i>Journal of Financial Services Marketing</i> , 2020, 25, 25-34.	3.4	38
21	How a mobile app can become a catalyst for sustainable social business: The case of Too Good To Go. <i>Technological Forecasting and Social Change</i> , 2021, 171, 120962.	11.6	38
22	Shaping customer brand loyalty during the pandemic: The role of brand credibility, value congruence, experience, identification, and engagement. <i>Journal of Consumer Behaviour</i> , 2022, 21, 1175-1189.	4.2	38
23	Mediating role of government initiatives and media influence between perceived risks and destination image: a study of conflict zone. <i>International Journal of Tourism Cities</i> , 2019, 5, 90-106.	2.4	31
24	Dimensionality and Consequences of Customer Engagement: A Social Exchange Perspective. <i>Vision</i> , 2019, 23, 255-266.	2.4	29
25	Hospitality-based service recovery, outcome favourability, satisfaction with service recovery and consequent customer loyalty: an empirical analysis. <i>International Journal of Culture, Tourism and Hospitality Research</i> , 2021, 15, 266-284.	2.9	22
26	Stakeholder engagement and business model innovation value. <i>Service Industries Journal</i> , 2022, 42, 42-58.	8.3	21
27	Understanding the Customer Experience: An Exploratory Study of A Category Hotels. <i>International Journal on Customer Relations</i> , 2015, 3, .	0.2	11
28	Experiential marketing for tourism destinations. , 2020, , 271-282.		11
29	Partners we can trust: the role of employee engagement influencing partnershipsâ€™ relationship quality in the voluntary sector. <i>Management Research</i> , 2022, 20, 148-168.	0.7	1