

# Steven Leon

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6958096/publications.pdf>

Version: 2024-02-01

12  
papers

188  
citations

1478505

6  
h-index

1372567

10  
g-index

12  
all docs

12  
docs citations

12  
times ranked

107  
citing authors

#	ARTICLE	IF	CITATIONS
1	An empirical investigation of online review helpfulness: A big data perspective. Decision Support Systems, 2020, 139, 113403.	5.9	65
2	Service mobile apps: a millennial generation perspective. Industrial Management and Data Systems, 2018, 118, 1837-1860.	3.7	41
3	Consumers'™ perceptions of last mile drone delivery. International Journal of Logistics Research and Applications, 2023, 26, 345-364.	8.8	26
4	Will customers adopt last-mile drone delivery services? An analysis of drone delivery in the emerging market economy. Cogent Business and Management, 2022, 9, .	2.9	19
5	Are You Hooked on Paid Music Streaming?. International Journal of E-Business Research, 2022, 14, 1-20.	1.0	18
6	A fuzzy segmentation analysis of airline passengers in the U.S. based on service satisfaction.. Research in Transportation Business and Management, 2020, 37, 100550.	2.9	9
7	Data-driven insights: Assessment of airline ancillary services. Journal of Transportation Management, 2017, 27, 59-74.	0.2	6
8	Using VAR for strategic capacity allocation: an airline perspective. International Journal of Services and Operations Management, 2015, 21, 127.	0.2	2
9	Demystifying the Communication-Driven Usefulness Hypothesis. International Journal of Healthcare Information Systems and Informatics, 2019, 14, 56-72.	0.9	1
10	Converting music streaming free users to paid subscribers: social influence or hedonic performance. International Journal of Electronic Business, 2018, 14, 128.	0.4	1
11	Exploring factors that influence positive WOM in the health insurance industry. Health Marketing Quarterly, 2020, 37, 176-192.	1.0	0
12	An Exploratory Study Of Airline Passenger Technology Use: A Customer Experience Perspective. Journal of Transportation Management, 2019, 30, 27-38.	0.2	0