

# Amit Shankar

## List of Publications by Year in descending order

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Version: 2024-02-01

37  
papers

1,362  
citations

516710

16  
h-index

414414

32  
g-index

37  
all docs

37  
docs citations

37  
times ranked

496  
citing authors

#	ARTICLE	IF	CITATIONS
1	The influence of e-banking service quality on customer loyalty. <i>International Journal of Bank Marketing</i> , 2019, 37, 1119-1142.	6.4	168
2	Factors Affecting Mobile Payment Adoption Intention: An Indian Perspective. <i>Global Business Review</i> , 2018, 19, S72-S89.	3.1	166
3	How do electronic word of mouth practices contribute to mobile banking adoption?. <i>Journal of Retailing and Consumer Services</i> , 2020, 52, 101920.	9.4	134
4	Convenience Matter in Mobile Banking Adoption Intention?. <i>Australasian Marketing Journal</i> , 2020, 28, 273-285.	5.4	95
5	Impact of online convenience on mobile banking adoption intention: A moderated mediation approach. <i>Journal of Retailing and Consumer Services</i> , 2021, 58, 102323.	9.4	92
6	Mobile advertising: A systematic literature review and future research agenda. <i>International Journal of Consumer Studies</i> , 2021, 45, 1258-1291.	11.6	73
7	Factors affecting luxury consumers' webrooming intention: A moderated-mediation approach. <i>Journal of Retailing and Consumer Services</i> , 2021, 58, 102306.	9.4	64
8	Online food delivery: A systematic synthesis of literature and a framework development. <i>International Journal of Hospitality Management</i> , 2022, 104, 103240.	8.8	59
9	An experimental based investigation into the effects of website interactivity on customer behavior in on-line purchase context. <i>Journal of Strategic Marketing</i> , 2021, 29, 117-140.	5.5	54
10	Gamification and gigification: A multidimensional theoretical approach. <i>Journal of Business Research</i> , 2022, 139, 1378-1393.	10.2	39
11	Exploring Mobile Banking Service Quality: A Qualitative Approach. <i>Services Marketing Quarterly</i> , 2020, 41, 182-204.	1.1	37
12	Exploring the enablers and inhibitors of electric vehicle adoption intention from sellers' perspective in India: A view of the dual-factor model. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2019, 24, e1662.	0.8	34
13	Are the Generic Scales Enough to Measure Service Quality of Mobile Banking? A Comparative Analysis of Generic Service Quality Measurement Scales to Mobile Banking Context. <i>Services Marketing Quarterly</i> , 2019, 40, 224-244.	1.1	33
14	Insights for luxury retailers to reach customers globally. <i>Marketing Intelligence and Planning</i> , 2020, 38, 797-811.	3.5	32
15	Sustainable mobile banking application: a text mining approach to explore critical success factors. <i>Journal of Enterprise Information Management</i> , 2022, 35, 414-428.	7.5	32
16	How does convenience impact showrooming intention? Omnichannel retail strategies to manage global retail apocalypse. <i>Journal of Strategic Marketing</i> , 0, , 1-22.	5.5	22
17	Measuring e-service quality: a review of literature. <i>International Journal of Services, Technology and Management</i> , 2020, 26, 77.	0.1	21
18	How does convenience drive consumers' webrooming intention?. <i>International Journal of Bank Marketing</i> , 2021, 39, 312-336.	6.4	21

#	ARTICLE	IF	CITATIONS
19	How Does Online Engagement Drive Consumers' Webrooming Intention?. Journal of Global Information Management, 2021, 29, 1-25.	2.8	19
20	Impact of Mobile Banking Application Interactivity on Consumer Engagement. Journal of Global Information Management, 2021, 30, 1-18.	2.8	18
21	Explaining resistance intention towards mobile HRM application: the dark side of technology adoption. International Journal of Manpower, 2022, 43, 206-225.	4.4	18
22	Deciphering in-store-online switching in multi-channel retailing context: Role of affective commitment to purchase situation. Journal of Retailing and Consumer Services, 2021, 63, 102742.	9.4	15
23	How to Make Higher Education Institutions Innovative: An Application of Market Orientation Practices. Journal of Nonprofit and Public Sector Marketing, 2019, 31, 274-302.	1.6	14
24	Acculturation and apparel store loyalty among immigrants in Western countries. Journal of Marketing Management, 2021, 37, 488-519.	2.3	14
25	Understanding the impact of CSR domain on brand relationship quality. Marketing Intelligence and Planning, 2021, 39, 559-573.	3.5	14
26	How to enhance consumer experience over mobile wallet: a data-driven approach. Journal of Strategic Marketing, 2023, 31, 838-855.	5.5	14
27	The interplay of emotional value, trend affinity and past practices in sustainable consumption: an application of theory of reciprocal determinism. Journal of Strategic Marketing, 0, , 1-19.	5.5	9
28	Blockchain as a resource for building trust in pre-owned goodsâ€™ marketing: a case of automobile industry in an emerging economy. Journal of Strategic Marketing, 0, , 1-19.	5.5	9
29	How to Enhance Customer Loyalty to Retail Stores via Retail Service Quality Practices? A Moderated Mediated Mechanism. Services Marketing Quarterly, 2022, 43, 445-465.	1.1	8
30	How does dataveillance drive consumer online payment resistance?. Journal of Consumer Marketing, 2023, 40, 224-234.	2.3	8
31	Exploring Gen Y Luxury Consumersâ€™ Webrooming Behavior: An Integrated Approach. Australasian Marketing Journal, 2022, 30, 371-380.	5.4	7
32	Measuring Mobile Commerce Service Quality: A Review of Literature. , 2019, , 319-335.		7
33	Does Reward Gamification Drive Brand Relationship Quality?: An Experimental Approach. Journal of Promotion Management, 2022, 28, 443-466.	3.4	4
34	Investigating webrooming behavior: a case of Indian luxury consumers. Journal of Fashion Marketing and Management, 2023, 27, 241-261.	2.2	4
35	Does employees' perception towards mobile human resource management application quality affect usage intention? A moderated-mediation analysis. TQM Journal, 2022, 34, 145-159.	3.3	2
36	Sustainable organizational performance management: deciphering the role of emotional capital in e-commerce industry. South Asian Journal of Business Studies, 2023, 12, 395-408.	1.3	2

#	ARTICLE	IF	CITATIONS
37	Editorial for the Special Section on Research on consumer evaluation of mobile application: Does interactivity matter?. Australasian Journal of Information Systems, 0, 25, .	0.3	0