

Suja R Nair

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7086596/publications.pdf>

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13
papers

114
citations

1937685

4
h-index

1372567

10
g-index

13
all docs

13
docs citations

13
times ranked

91
citing authors

#	ARTICLE	IF	CITATIONS
1	Impact of COVID-19 on Food Consumption and Marketing. <i>Advances in Business Strategy and Competitive Advantage Book Series</i> , 2022, , 60-79.	0.3	1
2	Impact of store-attributes on food and grocery shopping behavior: insights from an emerging market context. <i>EuroMed Journal of Business</i> , 2021, 16, 324-343.	3.2	6
3	The behavioural perspective of cause-related marketing: a conceptual framework of behavioural antecedents and outcomes. <i>Journal for Global Business Advancement</i> , 2021, 14, 500.	0.1	3
4	The link between women entrepreneurship, innovation and stakeholder engagement: A review. <i>Journal of Business Research</i> , 2020, 119, 283-290.	10.2	46
5	Cause-Related Marketing and Consumer Buying Behavior. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2020, , 324-348.	0.8	2
6	Ethical Consumerism and Effectiveness From a Cause-Related Marketing (CRM) Perspective. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2020, , 134-153.	0.8	2
7	To Examine Women Social Entrepreneurial Ecosystems. <i>Advances in Business Strategy and Competitive Advantage Book Series</i> , 2020, , 326-345.	0.3	1
8	A review on ethical concerns in big data management. <i>International Journal of Big Data Management</i> , 2020, 1, 1.	0.5	1
9	Analyzing the relationship between store attributes, satisfaction, patronage-intention and lifestyle in food and grocery store choice behavior. <i>International Journal of Retail and Distribution Management</i> , 2018, 46, 70-89.	4.7	31
10	Consumption Dynamics and Demographics Effect on Food and Grocery Shopping Behaviour. <i>IIMS Journal of Management Science</i> , 2018, 9, 137.	0.1	2
11	Women Entrepreneurship across Nations. <i>Advances in Business Strategy and Competitive Advantage Book Series</i> , 2016, , 189-216.	0.3	11
12	Reaching out to organic agriculture for sustainability in agribusiness. <i>International Journal of Globalisation and Small Business</i> , 2015, 7, 284.	0.2	2
13	Ethics in Higher Education. <i>Advances in Higher Education and Professional Development Book Series</i> , 2014, , 230-260.	0.2	6