

Dharun Lingam Kasilingam

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7479951/publications.pdf>

Version: 2024-02-01

10
papers

702
citations

1162367

8
h-index

1372195

10
g-index

10
all docs

10
docs citations

10
times ranked

614
citing authors

#	ARTICLE	IF	CITATIONS
1	Understanding the adoption and willingness to pay for internet of things services. <i>International Journal of Consumer Studies</i> , 2022, 46, 102-131.	7.2	40
2	Storytelling in advertisements: understanding the effect of humor and drama on the attitude toward brands. <i>Journal of Brand Management</i> , 2022, 29, 341-362.	2.0	5
3	Exploring the growth of COVID-19 cases using exponential modelling across 42 countries and predicting signs of early containment using machine learning. <i>Transboundary and Emerging Diseases</i> , 2021, 68, 1001-1018.	1.3	25
4	Understanding the attitude and intention to use smartphone chatbots for shopping. <i>Technology in Society</i> , 2020, 62, 101280.	4.8	225
5	Systematic literature review on novel corona virus SARS-CoV-2: a threat to human era. <i>VirusDisease</i> , 2020, 31, 161-173.	1.0	44
6	Understanding the intention to use self service technologies in the airline industry. <i>International Journal of Services, Economics and Management</i> , 2019, 10, 89.	0.2	2
7	The moderating role of device type and age of users on the intention to use mobile shopping applications. <i>Technology in Society</i> , 2018, 53, 79-90.	4.8	105
8	The moderating role of social themes in cause-related marketing advertisements. <i>International Review on Public and Nonprofit Marketing</i> , 2018, 15, 433-454.	1.3	9
9	The influence of audience characteristics on the effectiveness of brand placement memory. <i>Journal of Retailing and Consumer Services</i> , 2018, 44, 134-149.	5.3	11
10	Understanding the intention to use mobile shopping applications and its influence on price sensitivity. <i>Journal of Retailing and Consumer Services</i> , 2017, 37, 8-22.	5.3	236