

Salman Yousaf

List of Publications by Year in descending order

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Version: 2024-02-01

32
papers

563
citations

759233

12
h-index

713466

21
g-index

33
all docs

33
docs citations

33
times ranked

406
citing authors

#	ARTICLE	IF	CITATIONS
1	Halal food anxiety in a non-Muslim destination: the impact on the psychological well-being of Muslim travelers during the quarantine period in China. <i>Current Issues in Tourism</i> , 2022, 25, 1136-1150.	7.2	4
2	Food vloggers and parasocial interactions: a comparative study of local and foreign food vlogs using the S-O-R paradigm. <i>International Journal of Contemporary Hospitality Management</i> , 2022, 34, 3525-3549.	8.0	18
3	Dark triad traits and panic buying. <i>Personality and Individual Differences</i> , 2022, 197, 111771.	2.9	8
4	Migration intentions: a sign of a weak nation brand? A multi-group analysis between China and Pakistan. <i>Journal of Product and Brand Management</i> , 2021, 30, 262-280.	4.3	4
5	Understanding tourists' motivations to launch a boycott on social media: A case study of the #BoycottMurree campaign in Pakistan. <i>Journal of Vacation Marketing</i> , 2021, 27, 479-495.	4.3	21
6	Travel burnout: Exploring the return journeys of pilgrim-tourists amidst the COVID-19 pandemic. <i>Tourism Management</i> , 2021, 84, 104285.	9.8	22
7	Tourism and reconciliation in an enduring rivalry: The case of Kartarpur Corridor on India-Pakistan border. <i>Tourism Management Perspectives</i> , 2021, 39, 100833.	5.2	5
8	Humanizing stigmatized places: Inter-group contact and attitude change toward Pakistan and Iran in the "Humans of New York" Facebook space. <i>Journal of Business Research</i> , 2020, 116, 666-679.	10.2	12
9	Investor-advisor Big Five personality similarity and stock trading performance. <i>Journal of Business Research</i> , 2020, 109, 49-63.	10.2	25
10	Does International Sporting Boycott Act as a Social Identity Threat? The Effects on the National Collective Self-Esteem of Pakistani Cricket Fans. <i>SAGE Open</i> , 2020, 10, 215824402093185.	1.7	2
11	Copysites / duplitecture as tourist attractions: An exploratory study on experiences of Chinese tourists at replicas of foreign architectural landmarks in China. <i>Tourism Management</i> , 2020, 81, 104179.	9.8	16
12	Branding China through the internationalization of higher education sector: an international students' perspective from China. <i>Journal of Marketing for Higher Education</i> , 2020, 30, 161-179.	3.2	16
13	THE MODERATING ROLE OF ADVISOR BIG FIVE PERSONALITY ON THE ASSOCIATION BETWEEN FINANCIAL ADVICE AND INVESTOR TRADING: EVIDENCE FROM THE CHINESE FUTURES MARKET. <i>Psychologia</i> , 2020, 62, 289-311.	0.3	0
14	Lost Destination marketing opportunities due to international sporting boycott. <i>Annals of Leisure Research</i> , 2019, 22, 415-423.	1.7	3
15	Impact of Service Innovation on Customer Satisfaction: An Evidence from Pakistani Banking Industry. <i>Emerging Economy Studies</i> , 2019, 5, 125-140.	0.6	6
16	The impact of customer equity drivers on loyalty intentions among Chinese banking customers. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2019, 31, 980-1002.	3.2	7
17	Halal culinary and tourism marketing strategies on government websites: A preliminary analysis. <i>Tourism Management</i> , 2018, 68, 423-443.	9.8	104
18	The Impact of Utilitarian and Hedonistic Shopping Values on Sustainable Fashion Consumption: The Moderating Role of Religiosity. <i>Global Business Review</i> , 2018, 19, 1224-1239.	3.1	22

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19	Moderating influence of advisor personality on the association between financial advice and investor stock trading behavior. <i>International Journal of Bank Marketing</i> , 2018, 36, 947-968.	6.4	13
20	Quantification of country images as stereotypes and their role in developing a nation brand: The case of Pakistan. <i>Place Branding and Public Diplomacy</i> , 2017, 13, 81-95.	1.7	14
21	The moderating impact of emotions on customer equity drivers and loyalty intentions. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2017, 29, 239-264.	3.2	20
22	Production planning of Pakistan Tobacco Company (PTC) using quantitative and multiple criteria decision analysis: A case in point. <i>Journal of Multi-Criteria Decision Analysis</i> , 2017, 24, 239-256.	1.9	8
23	Promotion mix management: A consumer focused Islamic perspective. <i>Journal of Marketing Communications</i> , 2016, 22, 215-231.	4.0	16
24	Political marketing in Pakistan: exaggerated promises, delusive claims, marketable development projects and change advocacy. <i>Journal of Public Affairs</i> , 2016, 16, 140-155.	3.1	5
25	Information agents and cultural differences as determinants of country's reputation and its subsequent effects on tourism prospects of a country in sustained crises. <i>Journal of Vacation Marketing</i> , 2016, 22, 365-384.	4.3	11
26	Social identity, collective self esteem and country reputation: the case of Pakistan. <i>Journal of Product and Brand Management</i> , 2015, 24, 399-411.	4.3	32
27	The influence of Investor personality traits on information acquisition and trading behavior: Evidence from Chinese futures exchange. <i>Personality and Individual Differences</i> , 2015, 87, 248-255.	2.9	39
28	The Need for New Service Innovation in Halal Marketing. <i>Indian Journal of Marketing</i> , 2015, 44, 5.	0.4	7
29	Branding Pakistan as a "Sufi" country: the role of religion in developing a nation's brand. <i>Journal of Place Management and Development</i> , 2014, 7, 90-104.	1.5	19
30	Evaluating the influences of religiosity and product involvement level on the consumers. <i>Journal of Islamic Marketing</i> , 2013, 4, 163-186.	3.5	61
31	Profiling Consumer Behavior in the Context of Involvement Level and Demographic Factors: Evidence of Within-Country Differences From a Developing Economy. <i>Journal of Global Marketing</i> , 2013, 26, 1-17.	3.4	21
32	Perceived Resilience and Vulnerability during the Pandemic-Infused Panic Buying and the Role of COVID Conspiracy Beliefs. Evidence from Pakistan. <i>Journal of Global Marketing</i> , 0, , 1-16.	3.4	2