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List of Publications by Year in descending order

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Version: 2024-02-01

11
papers

202
citations

1684188

5
h-index

1720034

7
g-index

11
all docs

11
docs citations

11
times ranked

123
citing authors

#	ARTICLE	IF	CITATIONS
1	Mass customisation in marketing: the consumer perspective. Journal of Consumer Marketing, 2003, 20, 463-479.	2.3	84
2	How ready are customers for mass customisation? An exploratory investigation. European Journal of Marketing, 2004, 38, 1396-1416.	2.9	78
3	A comparison of customers' readiness for mass customisation. European Business Review, 2005, 17, 397-410.	3.4	20
4	Social media analysis of anti-consumption in Turkey. British Food Journal, 2019, 121, 22-34.	2.9	6
5	Causality in Islamic marketing research. Journal of Islamic Marketing, 2021, 12, 342-362.	3.5	5
6	Can response variance effectively identify careless respondents to multi-item, unidimensional scales?. Journal of Marketing Analytics, 2015, 3, 96-107.	3.7	4
7	The impact of linguistic proximity and diglossia on brand name and slogan extension tendencies in the Turkish, Russian and Arabic contexts. Journal of Brand Management, 2018, 25, 147-159.	3.5	4
8	Does a difference in the number of response categories change the results for ACSI in the mobile phone sector. International Journal of Mobile Communications, 2019, 17, 746.	0.3	1
9	Does beauty have a price? The impact of a conceptualization of beauty on the price placebo effect in Turkey compared to New Zealand. Journal of Islamic Marketing, 2020, ahead-of-print, .	3.5	0
10	Perakendeci markaların öğrenemez yarıkseli ve tekstil sektörünün alternatif sektörlerinin. Örtisat/İletme Ve Finans Dergisi, 2007, 22, .	0.1	0
11	Entropy Measure to Compare the Internet and Face to Face Surveys. Journal of Internet Applications and Management, 2017, 8, 31-44.	0.1	0