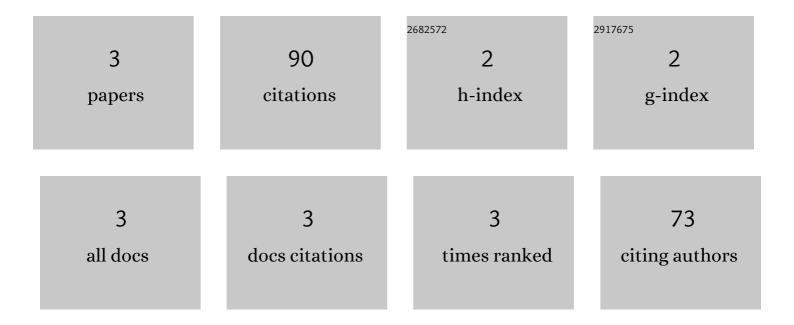
Ajay Kumar

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/8025034/publications.pdf

Version: 2024-02-01



#	Article	IF	CITATIONS
1	Designing the marketspace for millennials: fun, functionality or risk?. Journal of Marketing Analytics, 2021, 9, 311-327.	3.7	6
2	Leveraging utilitarian perspective of online shopping to motivate online shoppers. International Journal of Retail and Distribution Management, 2018, 46, 247-263.	4.7	80
3	Understanding the Factors Influencing Repurchase Intention in Online Shopping: A Meta-analytic Review. Vision, 0, , 097226292211079.	2.4	4