

Ajay Kumar

List of Publications by Year in descending order

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

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3
papers

90
citations

2682572

2
h-index

2917675

2
g-index

3
all docs

3
docs citations

3
times ranked

73
citing authors

#	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