

Zurina Mohaidin

List of Publications by Year in descending order

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Version: 2024-02-01

22
papers

192
citations

1478505

6
h-index

1125743

13
g-index

22
all docs

22
docs citations

22
times ranked

155
citing authors

#	ARTICLE	IF	CITATIONS
1	Factors influencing the tourists's intention to select sustainable tourism destination: a case study of Penang, Malaysia. <i>International Journal of Tourism Cities</i> , 2017, 3, 442-465.	2.4	46
2	Determinants of online purchase intention: a PLS-SEM approach: evidence from Indonesia. <i>Journal of Asia Business Studies</i> , 2019, 14, 281-306.	2.2	38
3	Models and theories of prescribing decisions: A review and suggested a new model. <i>Pharmacy Practice</i> , 2017, 15, 990-990.	1.5	35
4	A systematic review of the influence of medical representatives and promotional tools on prescribing. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2017, 11, 361-394.	1.3	13
5	The Mediating Effect of Affective Organizational Commitment in the Relationship between Organizational Justice and Organizational Citizenship Behavior: A Conceptual Model. <i>Asian Social Science</i> , 2017, 13, 165.	0.2	11
6	Physician perceived value as a mediating variable between marketing mix strategy and physician satisfaction. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2016, 28, 780-806.	3.2	6
7	Physicians' perceptions towards brand medicine and its effect on prescribing: A narrative review. <i>Journal of Generic Medicines</i> , 2017, 13, 157-183.	0.2	6
8	Development and validation of an instrument designed to measure factors influencing physician prescribing decisions. <i>Pharmacy Practice</i> , 2019, 17, 1616.	1.5	6
9	The influence patient's characteristics -requests and expectations-on physician prescribing behavior. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2016, 10, 390-411.	1.3	5
10	Effects of Inter-organizational Justice on Dimensions of Organizational Citizenship Behaviours: A Study on Kuwait Ministries' Employees. <i>Management and Labour Studies</i> , 2020, 45, 444-470.	1.6	5
11	Influence of pharmacists expertise on physicians prescription decisions. <i>Tropical Journal of Pharmaceutical Research</i> , 2016, 15, 1549.	0.3	4
12	Moderating effects of contextual factors on relationship between pharmaceutical marketing strategies and physician prescription decision: A review. <i>Tropical Journal of Pharmaceutical Research</i> , 2016, 15, 1559.	0.3	4
13	The Relation of Justice and Organizational Citizenship Behaviour in Government Ministries: The Mediating of Affective Commitment. <i>Employee Responsibilities and Rights Journal</i> , 2022, 34, 139-167.	1.4	4
14	The Influence of Information, Brand, Medical Representatives and Sales Promotion on Physician Prescribing Decision. <i>Journal of Pharmaceutical Health Services Research</i> , 2018, 9, 259-269.	0.6	3
15	Behavioural Economics Approach on Consumer Brand Choice-An Individual Analysis. <i>Procedia, Social and Behavioral Sciences</i> , 2012, 65, 410-418.	0.5	2
16	Influence of the expertise, collaborative efforts and trustworthiness of pharmacists on the prescribing decisions of physicians. <i>Journal of Pharmacy Practice and Research</i> , 2019, 49, 150-161.	0.8	2
17	Moderating effects of trustworthiness between pharmacists and physicians: using partial least squares. <i>Journal of Pharmaceutical Health Services Research</i> , 2021, 12, 531-538.	0.6	1
18	The Roles of Switching Barriers and Corporate Image between user Experience and Loyalty in Indonesia Mobile Network Operators. <i>International Journal of Science and Management Studies</i> , 0, , 48-57.	0.0	1

#	ARTICLE	IF	CITATIONS
19	Physician perception of patients's requests for medications in Yemen. <i>Drugs and Therapy Perspectives</i> , 2019, 35, 185-191.	0.6	0
20	Motivations of Online Opinion Seeking and Its Effect on the Online Purchase Intention. <i>Advanced Science Letters</i> , 2016, 22, 4073-4076.	0.2	0
21	The Role of User Experience Towards Customer Loyalty in Indonesian Cellular Operator with the Mediating Role of User Satisfaction and Customer-Based Brand Equity. <i>Advanced Science Letters</i> , 2017, 23, 177-180.	0.2	0
22	Understanding the Mediating Roles of Satisfaction and Switching Barriers on User Experience and Loyalty Chain in Indonesia GSM Operators. , 0, , .		0