

Rekha Attri

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/841973/publications.pdf>

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4
papers

20
citations

2257263

3
h-index

2272555

4
g-index

4
all docs

4
docs citations

4
times ranked

6
citing authors

#	ARTICLE	IF	CITATIONS
1	An assessment of advertising effectiveness of Indian banks using Koyck model. Journal of Advances in Management Research, 2019, 16, 498-512.	1.6	8
2	Enablers for good placements of graduates: fitting industry's needs. Higher Education, Skills and Work-based Learning, 2018, 8, 544-556.	0.9	6
3	Study of Attitude of B-School Faculty for Learning Management System Implementation an Indian Case Study. International Journal of Distance Education Technologies, 2020, 18, 52-72.	1.9	5
4	Anju Pharmaceuticals: riding the herbal wave. Emerald Emerging Markets Case Studies, 2017, 7, 1-26.	0.1	1