

Richa Misra

List of Publications by Year in descending order

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28
papers

234
citations

1162367

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1125271

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all docs

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docs citations

28
times ranked

154
citing authors

#	ARTICLE	IF	CITATIONS
1	Exploring relationship among semiotic product packaging, brand experience dimensions, brand trust and purchase intentions in an Asian emerging market. Asia Pacific Journal of Marketing and Logistics, 2023, 35, 249-265.	1.8	18
2	Factors influencing smartphone based online shopping: an empirical study of young Women shoppers. Asia Pacific Journal of Marketing and Logistics, 2022, 34, 1060-1077.	1.8	12
3	An Analysis on Consumer Preference of Ayurvedic Products in Indian Market. , 2022, , 925-941.		6
4	Employability skills framework: a tripartite approach. Education and Training, 2022, 64, 360-379.	1.7	12
5	Analysis of Factors Affecting Intent to Use Mobile Commerce Services in India. International Journal of E-Services and Mobile Applications, 2022, 14, 1-21.	0.6	3
6	Boosting Job Satisfaction Through Emotional Intelligence: A Study on Health Care Professionals. Journal of Health Management, 2021, 23, 414-424.	0.4	6
7	Online Footwear Sales. International Journal of E-Business Research, 2021, 17, 1-22.	0.7	1
8	Enhancing Perceived Credibility During a Pandemic. Journal of Electronic Commerce in Organizations, 2021, 19, 40-63.	0.6	1
9	Decision Making as a Contributor for Women Empowerment. Journal of Comparative Asian Development, 2021, 18, 79-99.	0.4	4
10	The antecedents and consequences of brand experience and purchase intention. International Journal of Electronic Business, 2021, 16, 215.	0.2	1
11	Wine-related lifestyle segmentation in the context of urban Indian consumers. International Journal of Wine Business Research, 2020, 32, 503-522.	1.0	15
12	Big Data in Climate Change Research: opportunities and Challenges. , 2020, , .		7
13	Assessing Behavioral Patterns for Online Gaming Addiction. International Journal of Cyber Behavior, Psychology and Learning, 2020, 10, 43-64.	0.6	4
14	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
15	An Analysis on Consumer Preference of Ayurvedic Products in Indian Market. International Journal of Asian Business and Information Management, 2020, 11, 1-15.	0.7	5
16	â€˜The Saviors Are Also Humansâ€™™: Understanding the Role of Quality of Work Life on Job Burnout and Job Satisfaction Relationship of Indian Doctors. Journal of Health Management, 2019, 21, 210-229.	0.4	26
17	The mediating impact of demonetisation on customer acceptance for IT-enabled banking services. International Journal of Emerging Markets, 2019, 16, 51-74.	1.3	7
18	Indian Telecom Industry. Advances in Business Information Systems and Analytics Book Series, 2019, , 353-376.	0.3	1

#	ARTICLE	IF	CITATIONS
19	Analysing the Role of Consumer Ethnocentrism and Social Responsibility in the Preference of Ayurvedic Products. <i>Management and Labour Studies</i> , 2018, 43, 263-276.	0.9	8
20	Students' Perceptions of the Value Addition of Management Education and its Enablers and Barriers. <i>Global Business Review</i> , 2017, 18, 226-237.	1.6	0
21	Review on factors affecting customer churn in telecom sector. <i>International Journal of Data Analysis Techniques and Strategies</i> , 2017, 9, 122.	0.2	17
22	Archiving ERP data to enhance operational effectiveness: the case of Dolphin. <i>International Journal of Information Technology and Management</i> , 2017, 16, 162.	0.1	0
23	An empirical investigation of student's motivation towards learning quantitative courses. <i>International Journal of Management Education</i> , 2017, 15, 47-59.	2.2	11
24	Understanding the Impact of Locus of Control and Tolerance for Ambiguity on Job Satisfaction: An Empirical Study of IT Sector Managers. <i>FII B Business Review</i> , 2016, 5, 68-74.	2.2	1
25	An analysis of factors affecting growth of organic food. <i>British Food Journal</i> , 2016, 118, 2308-2325.	1.6	57
26	M-education in India: an effort to improve educational outcomes with a special emphasis on Ananya Bihar. <i>On the Horizon</i> , 2016, 24, 153-165.	1.0	4
27	Linking Cellular Subscriber Satisfaction and Service Quality: An Empirical Study on Delhi-NCR Cellular. <i>FII B Business Review</i> , 2013, 2, 46-53.	2.2	2
28	Coping Distress through Harvesting Resilience Among Indian Physicians: Role of Mediating and Moderating Variables. <i>Journal of Health Management</i> , 0, , 097206342211093.	0.4	0