

Saurabh Mittal

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8784272/publications.pdf>

Version: 2024-02-01

13
papers

36
citations

1936888

4
h-index

1872312

6
g-index

13
all docs

13
docs citations

13
times ranked

17
citing authors

#	ARTICLE	IF	CITATIONS
1	Study of knowledge management models and their relevance in organisations. International Journal of Knowledge Management Studies, 2019, 10, 322.	0.2	14
2	A Framework for Ethical Mobile Marketing. International Journal of Technoethics, 2020, 11, 28-42.	0.6	6
3	The Perpetration and Prevention of Cyber Crime. International Journal of Technoethics, 2012, 3, 43-52.	0.6	4
4	Consumer Behaviour Analysis in Online Music Purchases in Indonesia by Implementing 7Pâ€™s Marketing Strategy Using Quality Function Deployment (QFD). American Journal of Engineering and Technology Management, 2019, 4, 57.	0.5	4
5	Design and test music recommendation system for online music websites using collaborative filtering approach. International Journal of Digital Signals and Smart Systems, 2020, 4, 64.	0.2	2
6	A Study of Cyber Crime and Perpetration of Cyber Crime in India. Advances in Human and Social Aspects of Technology Book Series, 2014, , 171-186.	0.3	2
7	A strategic framework for non-intrusive mobile marketing campaigns. International Journal of Electronic Marketing and Retailing, 2022, 13, 190.	0.1	2
8	A Study of Cyber Crime and Perpetration of Cyber Crime in India. , 2019, , 1080-1096.		1
9	MOBILE MARKETING CAMPAIGNS: PRACTICES, CHALLENGES and OPPORTUNITIES. International Journal of Business Innovation and Research, 2020, 1, 1.	0.1	1
10	Music Recommendation System Design for Online Platform with the Concept of Unified Modeling Language (UML). , 2018, , .		0
11	Corporate social responsibility - a case study of the Satya Bharti School Program. International Journal of Indian Culture and Business Management, 2019, 18, 272.	0.1	0
12	Impact of Marketing-Mix, Culture and Experience as Moderator to Purchase Intention and Purchase Decision for Online Music Product in Indonesia. International Journal of Business Innovation and Research, 2020, 1, 1.	0.1	0
13	A strategic framework for non-intrusive mobile marketing campaigns. International Journal of Electronic Marketing and Retailing, 2022, 13, 190.	0.1	0