

# Avadhut Arun Patwardhan

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8823597/publications.pdf>

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5  
papers

24  
citations

2682572

2  
h-index

2053705

5  
g-index

5  
all docs

5  
docs citations

5  
times ranked

17  
citing authors

#	ARTICLE	IF	CITATIONS
1	Integrated model for understanding Indian physicians' internet usage pattern: An empirical approach. International Journal of Healthcare Management, 2017, 10, 19-33.	2.0	12
2	Leveraging technology adoption model for examining internet usage among physicians in changing Indian pharmaceutical marketing context: A structural equation modeling approach. Journal of Medical Marketing, 2014, 14, 201-211.	0.2	3
3	Four decades of new product development research: an integrative review. International Journal of Product Development, 2019, 23, 1.	0.2	3
4	Understanding Physicians Internet Adoption Pattern: A Hybrid Approach for Pharmaceutical Marketing. International Journal of Marketing and Business Communication, 2015, 4, .	0.1	3
5	Analyzing Role of E-SERVQUAL Constructs for Post-pandemic Recovery of Indian Taxi Aggregator Services. International Journal of Global Business and Competitiveness, 2021, 16, 89-102.	2.4	3