

Utkal Khandelwal

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8913353/publications.pdf>

Version: 2024-02-01

19
papers

154
citations

1478505

6
h-index

1199594

12
g-index

19
all docs

19
docs citations

19
times ranked

67
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 1 | Developing ethical leadership for business organizations. Leadership and Organization Development Journal, 2019, 40, 712-734. | 3.0 | 41 |
| 2 | Inclusive workplace and organizational citizenship behavior. Equality, Diversity and Inclusion, 2018, 37, 530-550. | 1.4 | 27 |
| 3 | A Study on Green Advertisement and its Impact on Consumer Purchase Intention. Journal of Creative Communications, 2011, 6, 259-276. | 1.7 | 19 |
| 4 | Importance of Consumer-based Green Brand Equity: Empirical Evidence. Paradigm, 2019, 23, 83-97. | 0.9 | 18 |
| 5 | E-consumer conformity and its impact on consumer attitude. Journal of Asia Business Studies, 2018, 12, 455-468. | 2.2 | 13 |
| 6 | Recapitulation of brand anthropomorphism: An innovating marketing strategy. The Marketing Review, 2020, 20, 143-156. | 0.1 | 10 |
| 7 | Anthropomorphism in advertising: the effect of media on audience attitude. Journal of Marketing Communications, 2021, 27, 799-815. | 4.0 | 7 |
| 8 | Understanding Research Online Purchase Offline (ROPO) Behaviour of Indian Consumers. International Journal of Online Marketing, 2020, 10, 1-14. | 1.1 | 6 |
| 9 | A Bibliometric Analysis of Green Branding Research from 2000 to 2019. Vision, 2024, 28, 87-97. | 2.4 | 5 |
| 10 | Measuring Consumer Attitude through Marketing Dimensions: A Comparative Study between Metro and Non-metro Cities. Jindal Journal of Business Research, 2013, 2, 85-103. | 0.7 | 3 |
| 11 | Assessing the spending tendency of consumers on green products: an Indian perspective. International Journal of Green Economics, 2019, 13, 218. | 0.8 | 1 |
| 12 | Impact of Goods and Services Tax on Supply Chain Management. Business Perspectives and Research, 2022, 10, 379-395. | 2.6 | 1 |
| 13 | Intention to Purchase Hybrid Cars in India : A Study. Indian Journal of Marketing, 2016, 46, 37. | 0.4 | 1 |
| 14 | An Empirical Study of Consumer Attitude toward Adoption of Online Food Ordering App. International Journal of E-Services and Mobile Applications, 2022, 14, 0-0. | 0.6 | 1 |
| 15 | Willingness to Accept Green Practices by Manufacturing SMEs in India. International Journal of Social Ecology and Sustainable Development, 2022, 13, 1-15. | 0.2 | 1 |
| 16 | Customers' response to the offer of substitute brands of medicines for the prescribed ones – An exploratory study of consumer behavior in North India. Journal of Generic Medicines, 2020, 16, 147-152. | 0.2 | 0 |
| 17 | Recapitulation of Research in Artificial Intelligence: A Bibliometric Analysis. Lecture Notes in Networks and Systems, 2021, , 539-548. | 0.7 | 0 |
| 18 | Assessing the spending tendency of consumers on green products: an Indian perspective. International Journal of Green Economics, 2019, 13, 218. | 0.8 | 0 |

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 19 | Relationship between green marketing and behavioural intention: empirical evidence from Indian consumers. International Journal of Green Economics, 2021, 15, 274. | 0.8 | 0 |