

Hassan Ahmad

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9060243/publications.pdf>

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13
papers

151
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1306789

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1199166

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13
docs citations

13
times ranked

81
citing authors

#	ARTICLE	IF	CITATIONS
1	Let's play: Me and my AI-powered avatar as one team. <i>Psychology and Marketing</i> , 2021, 38, 1014-1025.	4.6	29
2	WOW, the make-up AR app is impressive: a comparative study between China and South Korea. <i>Journal of Services Marketing</i> , 2022, 36, 73-88.	1.7	21
3	Users' acceptance of innovative mobile hotel booking trends: UK vs. PRC. <i>Information Technology and Tourism</i> , 2018, 20, 9-36.	3.4	20
4	Cash holdings and firm performance relationship: Do firm-specific factors matter?. <i>Economic Research-Ekonomska Istrazivanja</i> , 2021, 34, 1283-1305.	2.6	18
5	QR Digital Payment System Adoption by Retailers. <i>Information Resources Management Journal</i> , 2021, 34, 41-63.	0.8	14
6	Revisiting Green Supply Chain Management Practices: The Mediating Role of Emotional Intelligence. <i>SAGE Open</i> , 2020, 10, 215824402091463.	0.8	13
7	Reluctance to acceptance: Factors affecting e-payment adoption in Pakistan (The integration of TRI and Tj ETQq1 1 0,784314 rgBT /Ov	0,2	11
8	"Celebrity Avatar" Feasting on In-Game Items: A Gamers' Play Arena. <i>SAGE Open</i> , 2021, 11, 215824402110157.	1,1	8
9	Corporate Governance, Ultimate Owner, and Target Cash Holdings: Evidence From China. <i>SAGE Open</i> , 2019, 9, 215824401989429.	0.8	7
10	Youngsters and WMAs (WeChat Moments Advertisement): Do We Need the English Language in WMAs?. <i>SAGE Open</i> , 2020, 10, 215824402092284.	0.8	4
11	Intention to Use AI-Powered Financial Investment Robo-Advisors in the M-Banking Sector of Pakistan. <i>Information Resources Management Journal</i> , 2021, 34, 1-27.	0.8	4
12	AI-Enabled E-Recruitment Services Make Job Searching, Application Submission, and Employee Selection More Interactive. <i>Information Resources Management Journal</i> , 2021, 34, 48-68.	0.8	2
13	AI-Powered "Voice Recognition Avatar". <i>International Journal of Gaming and Computer-Mediated Simulations</i> , 2021, 13, 1-17.	0.9	0