

# Hassan Ahmad

## List of Publications by Year in descending order

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

Version: 2024-02-01

13  
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1306789

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times ranked

81  
citing authors

#	ARTICLE	IF	CITATIONS
1	WOW, the make-up AR app is impressive: a comparative study between China and South Korea. Journal of Services Marketing, 2022, 36, 73-88.	1.7	21
2	Cash holdings and firm performance relationship: Do firm-specific factors matter?. Economic Research-Ekonomiska Istrazivanja, 2021, 34, 1283-1305.	2.6	18
3	Let's play: Me and my AI-powered avatar as one team. Psychology and Marketing, 2021, 38, 1014-1025.	4.6	29
4	â€œCelebrity Avatarâ€•Feasting on In-Game Items: A Gamersâ€™ Play Arena. SAGE Open, 2021, 11, 2158244021101157.	10.1	8
5	QR Digital Payment System Adoption by Retailers. Information Resources Management Journal, 2021, 34, 41-63.	0.8	14
6	AI-Enabled E-Recruitment Services Make Job Searching, Application Submission, and Employee Selection More Interactive. Information Resources Management Journal, 2021, 34, 48-68.	0.8	2
7	Intention to Use AI-Powered Financial Investment Robo-Advisors in the M-Banking Sector of Pakistan. Information Resources Management Journal, 2021, 34, 1-27.	0.8	4
8	AI-Powered â€œVoice Recognition Avatarâ€• International Journal of Gaming and Computer-Mediated Simulations, 2021, 13, 1-17.	0.9	0
9	Youngsters and WMAs (WeChat Moments Advertisement): Do We Need the English Language in WMAs?. SAGE Open, 2020, 10, 215824402092284.	0.8	4
10	Revisiting Green Supply Chain Management Practices: The Mediating Role of Emotional Intelligence. SAGE Open, 2020, 10, 215824402091463.	0.8	13
11	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
12	Corporate Governance, Ultimate Owner, and Target Cash Holdings: Evidence From China. SAGE Open, 2019, 9, 215824401989429.	0.8	7
13	Usersâ€™ acceptance of innovative mobile hotel booking trends: UK vs. PRC. Information Technology and Tourism, 2018, 20, 9-36.	3.4	20