

# Ashokkumar Ranchhod

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9225802/publications.pdf>

Version: 2024-02-01

29  
papers

619  
citations

687363

13  
h-index

610901

24  
g-index

31  
all docs

31  
docs citations

31  
times ranked

530  
citing authors

#	ARTICLE	IF	CITATIONS
1	The sharing economy as a complex dynamic system: Exploring coexisting constituencies, interests and practices. <i>Journal of Cleaner Production</i> , 2020, 245, 118799.	9.3	20
2	Can visual familiarity influence attitudes towards brands? An exploratory study of advergame design and cross-cultural consumer behaviour. <i>Entertainment Computing</i> , 2018, 27, 194-208.	2.9	14
3	The Right to Remember: Implementing a Rudimentary Emotive-Effect Layer for Frustration on AI Agent Gameplay Strategy. <i>Computers</i> , 2017, 6, 18.	3.3	0
4	Guidelines for the Gamification of Self-Management of Chronic illnesses: Multimethod Study. <i>JMIR Serious Games</i> , 2017, 5, e12.	3.1	20
5	The futures of genetically-modified foods: Global threat or panacea?. <i>Futures</i> , 2016, 83, 24-36.	2.5	19
6	Gamifying Self-Management of Chronic Illnesses: A Mixed-Methods Study. <i>JMIR Serious Games</i> , 2016, 4, e14.	3.1	26
7	The Wheel of Sukr: A Framework for Gamifying Diabetes Self-Management in Saudi Arabia. <i>Procedia Computer Science</i> , 2015, 63, 475-480.	2.0	31
8	SIG: A Framework for Increasing the Sustainability of Gamification Impact. <i>FEBS Journal</i> , 2015, 8, 1044-1051.	4.7	23
9	Trends in cosmetics purchase: Ethical perceptions of consumers in different cultures. A cross country comparative study between South Asian and Western consumers. <i>Journal of Customer Behavior</i> , 2014, 13, 57-72.	0.0	11
10	India: A Dharma based country in 2050. <i>Futures</i> , 2014, 56, 30-34.	2.5	5
11	Evaluating the educational effectiveness of simulation games: A value generation model. <i>Information Sciences</i> , 2014, 264, 75-90.	6.9	71
12	Brand names and global positioning. <i>Marketing Intelligence and Planning</i> , 2011, 29, 353-365.	3.5	20
13	Searching for the Holy Grail. <i>Journal of Creative Communications</i> , 2008, 3, 255-277.	1.7	0
14	SMS-marketing: a study of consumer saturation using an extended TAM approach. <i>International Journal of Electronic Business</i> , 2008, 6, 282.	0.4	12
15	Flexible risk management in new product development: the case of small- and medium-sized biopharmaceutical enterprises. <i>International Journal of Risk Assessment and Management</i> , 2007, 7, 474.	0.1	10
16	The impact of managers' experience on the internationalisation process: the case of UK biopharmaceutical SMEs. <i>International Journal of Knowledge Management Studies</i> , 2006, 1, 198.	0.3	2
17	Evaluating Web Services: Towards a framework for emergent contexts. <i>European Journal of Operational Research</i> , 2006, 173, 1161-1174.	5.7	35
18	Competitive advantage of a nation in the global arena: a quantitative advancement to Porter's diamond applied to the UK, USA and BRIC nations. <i>Strategic Change</i> , 2006, 15, 283-284.	4.1	26

#	ARTICLE	IF	CITATIONS
19	Market orientation and customer satisfaction: Evidence from British machine tool industry. <i>Industrial Marketing Management</i> , 2004, 33, 135-144.	6.7	80
20	Qualitative issues in IT and organizational processes in implementing marketing strategies. <i>Qualitative Market Research</i> , 2004, 7, 250-256.	1.5	4
21	The challenge of cyber-marketing planning and implementation. <i>International Journal of Information Technology and Management</i> , 2004, 3, 141.	0.1	5
22	Customer-Centric Strategic Planning: Integrating CRM in Online Business Systems. <i>Information Technology and Management</i> , 2003, 4, 199-214.	2.4	29
23	The Atlantic divide in food biotechnology: differences in industry, market and consumers' perception between the USA and the UK. <i>International Journal of Biotechnology</i> , 2003, 5, 141.	1.2	2
24	Towards an e-commerce business strategy. <i>International Journal of Services, Technology and Management</i> , 2002, 3, 39.	0.1	7
25	Measuring customer satisfaction: A platform for calculating, predicting and increasing customer profitability. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2002, 10, 203-219.	0.4	38
26	Global Electronic Commerce Virtual Offers and Virtual Transactions. <i>Journal of Global Information Technology Management</i> , 2000, 3, 33-48.	1.2	2
27	Internet-enabled distribution strategies. <i>Journal of Information Technology</i> , 1999, 14, 333-346.	3.9	19
28	Advertising into the next millennium. <i>International Journal of Advertising</i> , 1998, 17, 427-446.	6.7	8
29	Market orientation and performance in the biotechnology industry: An exploratory empirical analysis. <i>Technology Analysis and Strategic Management</i> , 1998, 10, 197-210.	3.5	80