

# Sanjit K Roy

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9542270/publications.pdf>

Version: 2024-02-01

40  
papers

1,530  
citations

331259

21  
h-index

344852

36  
g-index

41  
all docs

41  
docs citations

41  
times ranked

1236  
citing authors

#	ARTICLE	IF	CITATIONS
1	Value co-creation with Internet of things technology in the retail industry. <i>Journal of Marketing Management</i> , 2017, 33, 7-31.	1.2	197
2	Antecedents and consequences of brand love. <i>Journal of Brand Management</i> , 2013, 20, 325-332.	2.0	135
3	Internet uses and gratifications: A survey in the Indian context. <i>Computers in Human Behavior</i> , 2009, 25, 878-886.	5.1	93
4	Antecedents and consequences of university brand identification. <i>Journal of Business Research</i> , 2016, 69, 3023-3032.	5.8	91
5	Customers'™ emotion regulation strategies in service failure encounters. <i>European Journal of Marketing</i> , 2017, 51, 960-982.	1.7	86
6	The rise of smart consumers: role of smart servicescape and smart consumer experience co-creation. <i>Journal of Marketing Management</i> , 2019, 35, 1480-1513.	1.2	79
7	Predicting Internet banking adoption in India: a perceived risk perspective. <i>Journal of Strategic Marketing</i> , 2017, 25, 418-438.	3.7	71
8	The Antecedents and Consequences of Value Co-Creation Behaviors in a Hotel Setting: A Two-Country Study. <i>Cornell Hospitality Quarterly</i> , 2020, 61, 353-368.	2.2	48
9	Modelling trust in service relationships: a transnational perspective. <i>Journal of Services Marketing</i> , 2013, 27, 76-86.	1.7	47
10	Convenience and satisfaction: mediation of fairness and quality. <i>Service Industries Journal</i> , 2016, 36, 239-260.	5.0	44
11	Consequences of customer advocacy. <i>Journal of Strategic Marketing</i> , 2013, 21, 260-276.	3.7	43
12	Exploring customer experience, commitment, and engagement behaviours. <i>Journal of Strategic Marketing</i> , 2022, 30, 45-68.	3.7	43
13	Measuring customer-based place brand equity (CBPBE): an investment attractiveness perspective. <i>Journal of Strategic Marketing</i> , 2016, 24, 617-634.	3.7	42
14	Transforming community well-being through patients' lived experiences. <i>Journal of Business Research</i> , 2019, 100, 376-391.	5.8	42
15	Dimensional hierarchy of trustworthiness of financial service providers. <i>International Journal of Bank Marketing</i> , 2010, 28, 47-64.	3.6	37
16	Do value cocreation and engagement drive brand evangelism?. <i>Marketing Intelligence and Planning</i> , 2021, 39, 345-360.	2.1	37
17	Consumer-computer interaction and in-store smart technology (IST) in the retail industry: the role of motivation, opportunity, and ability. <i>Journal of Marketing Management</i> , 2020, 36, 299-333.	1.2	32
18	Does relationship quality matter in service relationships?. <i>Journal of Strategic Marketing</i> , 2013, 21, 443-458.	3.7	30

#	ARTICLE	IF	CITATIONS
19	Language divergence in service encounters: Revisiting its influence on word-of-mouth. <i>Journal of Business Research</i> , 2017, 72, 210-213.	5.8	29
20	Consumer engagement behaviors: do service convenience and organizational characteristics matter?. <i>Journal of Service Theory and Practice</i> , 2020, 30, 195-232.	1.9	29
21	The impact of fairness on trustworthiness and trust in banking. <i>Journal of Marketing Management</i> , 2015, 31, 996-1017.	1.2	28
22	Service excellence in UK retail banking: customers' perspectives of the important antecedents. <i>International Journal of Bank Marketing</i> , 2015, 33, 904-921.	3.6	26
23	Trust in financial services: Retrospect and prospect. <i>Journal of Financial Services Marketing</i> , 2015, 20, 234-245.	2.2	24
24	Customer-Based Place Brand Equity and Tourism: A Regional Identity Perspective. <i>Journal of Travel Research</i> , 2022, 61, 511-527.	5.8	18
25	Word-of-mouth and viral marketing activity of the on-line consumer: the role of loyalty chain stages theory. <i>Journal of Strategic Marketing</i> , 2014, 22, 494-512.	3.7	17
26	An integrated model of city and neighborhood identities: A tale of two cities. <i>Journal of Business Research</i> , 2020, 117, 780-790.	5.8	16
27	Modeling customer advocacy: a PLS path modeling approach. <i>Journal of Strategic Marketing</i> , 2015, 23, 380-398.	3.7	14
28	The components of trustworthiness for higher education: a transnational perspective. <i>Studies in Higher Education</i> , 2015, 40, 1239-1255.	2.9	14
29	Will You Defend Your Loved Brand?. , 2015, , 31-54.		13
30	Alternative Models of Trustworthiness of Service Providers. <i>Journal of Global Marketing</i> , 2010, 23, 371-386.	2.0	12
31	Customer's relative loyalty: an empirical examination. <i>Journal of Strategic Marketing</i> , 2014, 22, 206-221.	3.7	12
32	Enhancing member-institution relationships through social media: The role of other-user engagement behavior and similarity perceptions. <i>Journal of Business Research</i> , 2020, 121, 642-654.	5.8	12
33	Perceptions of fairness in financial services: an analysis of distribution channels. <i>International Journal of Bank Marketing</i> , 2016, 34, 171-190.	3.6	11
34	Two-way acculturation in social media: The role of institutional efforts. <i>Technological Forecasting and Social Change</i> , 2019, 145, 532-542.	6.2	10
35	A cross-country study of service productivity. <i>Service Industries Journal</i> , 2016, 36, 223-238.	5.0	9
36	A relationship marketing orientation in politics: Young voters' perceptions of political brands' use of social media. <i>Journal of Strategic Marketing</i> , 2021, 29, 359-374.	3.7	8

#	ARTICLE	IF	CITATIONS
37	Consumer belief system and pro-environmental purchase intention: Does psychological distance intervene?. <i>Journal of Cleaner Production</i> , 2021, 327, 129403.	4.6	8
38	To or not to adopt P2P accommodation: The traveler's ethical decision-making. <i>International Journal of Hospitality Management</i> , 2022, 100, 103085.	5.3	7
39	Fostering engagement among emotionally exhausted frontline employees in financial services sector. <i>Journal of Service Theory and Practice</i> , 2022, 32, 400-431.	1.9	7
40	Circle the wagons: measuring the strength of consumers' brand defense. <i>Journal of Strategic Marketing</i> , 2023, 31, 817-837.	3.7	5