

# Sanjit K Roy

## List of Publications by Citations

**Source:** <https://exaly.com/author-pdf/9542270/sanjit-k-roy-publications-by-citations.pdf>

**Version:** 2024-04-19

This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.

The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

39  
papers

940  
citations

18  
h-index

30  
g-index

41  
ext. papers

1,228  
ext. citations

4.5  
avg, IF

5.12  
L-index

#	Paper	IF	Citations
39	Value co-creation with Internet of things technology in the retail industry. <i>Journal of Marketing Management</i> , <b>2017</b> , 33, 7-31	3.2	133
38	Antecedents and consequences of brand love. <i>Journal of Brand Management</i> , <b>2013</b> , 20, 325-332	3.3	92
37	Internet uses and gratifications: A survey in the Indian context. <i>Computers in Human Behavior</i> , <b>2009</b> , 25, 878-886	7.7	71
36	Customers' emotion regulation strategies in service failure encounters. <i>European Journal of Marketing</i> , <b>2017</b> , 51, 960-982	4.4	54
35	Antecedents and consequences of university brand identification. <i>Journal of Business Research</i> , <b>2016</b> , 69, 3023-3032	8.7	52
34	Predicting Internet banking adoption in India: a perceived risk perspective. <i>Journal of Strategic Marketing</i> , <b>2017</b> , 25, 418-438	2.7	47
33	Modelling trust in service relationships: a transnational perspective. <i>Journal of Services Marketing</i> , <b>2013</b> , 27, 76-86	4	42
32	The rise of smart consumers: role of smart servicescape and smart consumer experience co-creation. <i>Journal of Marketing Management</i> , <b>2019</b> , 35, 1480-1513	3.2	37
31	Consequences of customer advocacy. <i>Journal of Strategic Marketing</i> , <b>2013</b> , 21, 260-276	2.7	31
30	Dimensional hierarchy of trustworthiness of financial service providers. <i>International Journal of Bank Marketing</i> , <b>2010</b> , 28, 47-64	4	31
29	Measuring customer-based place brand equity (CBPBE): an investment attractiveness perspective. <i>Journal of Strategic Marketing</i> , <b>2016</b> , 24, 617-634	2.7	30
28	Transforming community well-being through patients' lived experiences. <i>Journal of Business Research</i> , <b>2019</b> , 100, 376-391	8.7	28
27	Convenience and satisfaction: mediation of fairness and quality. <i>Service Industries Journal</i> , <b>2016</b> , 36, 239-260	3.7	27
26	Does relationship quality matter in service relationships?. <i>Journal of Strategic Marketing</i> , <b>2013</b> , 21, 443-458	2.7	26
25	Language divergence in service encounters: Revisiting its influence on word-of-mouth. <i>Journal of Business Research</i> , <b>2017</b> , 72, 210-213	8.7	24
24	The impact of fairness on trustworthiness and trust in banking. <i>Journal of Marketing Management</i> , <b>2015</b> , 31, 996-1017	3.2	21
23	Service excellence in UK retail banking: customers' perspectives of the important antecedents. <i>International Journal of Bank Marketing</i> , <b>2015</b> , 33, 904-921	4	19

22	The Antecedents and Consequences of Value Co-Creation Behaviors in a Hotel Setting: A Two-Country Study. <i>Cornell Hospitality Quarterly</i> , <b>2020</b> , 61, 353-368	2.2	19
21	The components of trustworthiness for higher education: a transnational perspective. <i>Studies in Higher Education</i> , <b>2015</b> , 40, 1239-1255	2.6	13
20	Trust in financial services: Retrospect and prospect. <i>Journal of Financial Services Marketing</i> , <b>2015</b> , 20, 234-245	2.8	13
19	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> , <b>2020</b> , 36, 299-333	3.2	11
18	Customer's relative loyalty: an empirical examination. <i>Journal of Strategic Marketing</i> , <b>2014</b> , 22, 206-221	2.7	11
17	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> , <b>2014</b> , 22, 494-512	2.7	11
16	Alternative Models of Trustworthiness of Service Providers. <i>Journal of Global Marketing</i> , <b>2010</b> , 23, 371-386	3.6	11
15	Exploring customer experience, commitment, and engagement behaviours. <i>Journal of Strategic Marketing</i> , <b>2020</b> , 1-24	2.7	10
14	Do value cocreation and engagement drive brand evangelism?. <i>Marketing Intelligence and Planning</i> , <b>2021</b> , 39, 345-360	3.2	10
13	Perceptions of fairness in financial services: an analysis of distribution channels. <i>International Journal of Bank Marketing</i> , <b>2016</b> , 34, 171-190	4	8
12	Modeling customer advocacy: a PLS path modeling approach. <i>Journal of Strategic Marketing</i> , <b>2015</b> , 23, 380-398	2.7	8
11	Enhancing member-institution relationships through social media: The role of other-user engagement behavior and similarity perceptions. <i>Journal of Business Research</i> , <b>2020</b> , 121, 642-654	8.7	8
10	An integrated model of city and neighborhood identities: A tale of two cities. <i>Journal of Business Research</i> , <b>2020</b> , 117, 780-790	8.7	8
9	Two-way acculturation in social media: The role of institutional efforts. <i>Technological Forecasting and Social Change</i> , <b>2019</b> , 145, 532-542	9.5	7
8	Will You Defend Your Loved Brand? <b>2015</b> , 31-54		6
7	Consumer engagement behaviors: do service convenience and organizational characteristics matter?. <i>Journal of Service Theory and Practice</i> , <b>2020</b> , 30, 195-232	3.1	6
6	A cross-country study of service productivity. <i>Service Industries Journal</i> , <b>2016</b> , 36, 223-238	5.7	5
5	A relationship marketing orientation in politics: Young voters' perceptions of political brands' use of social media. <i>Journal of Strategic Marketing</i> , <b>2021</b> , 29, 359-374	2.7	4

4	Customer-Based Place Brand Equity and Tourism: A Regional Identity Perspective. <i>Journal of Travel Research</i> ,004728752199946	6.3	3
3	Circle the wagons: measuring the strength of consumers' brand defense. <i>Journal of Strategic Marketing</i> ,1-21	2.7	1
2	Consumer belief system and pro-environmental purchase intention: Does psychological distance intervene?. <i>Journal of Cleaner Production</i> , <b>2021</b> , 327, 129403	10.3	1
1	To or not to adopt P2P accommodation: The traveler's ethical decision-making. <i>International Journal of Hospitality Management</i> , <b>2022</b> , 100, 103085	8.3	1