

Sanjit K Roy

List of Publications by Year in Descending Order

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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 | To or not to adopt P2P accommodation: The traveler's ethical decision-making. <i>International Journal of Hospitality Management</i> , 2022 , 100, 103085 | 8.3 | 1 |
| 38 | Consumer belief system and pro-environmental purchase intention: Does psychological distance intervene?. <i>Journal of Cleaner Production</i> , 2021 , 327, 129403 | 10.3 | 1 |
| 37 | 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 | 2.7 | 4 |
| 36 | Do value cocreation and engagement drive brand evangelism?. <i>Marketing Intelligence and Planning</i> , 2021 , 39, 345-360 | 3.2 | 10 |
| 35 | Exploring customer experience, commitment, and engagement behaviours. <i>Journal of Strategic Marketing</i> , 2020 , 1-24 | 2.7 | 10 |
| 34 | 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 | 3.2 | 11 |
| 33 | 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 | 19 |
| 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 | 8.7 | 8 |
| 31 | Consumer engagement behaviors: do service convenience and organizational characteristics matter?. <i>Journal of Service Theory and Practice</i> , 2020 , 30, 195-232 | 3.1 | 6 |
| 30 | An integrated model of city and neighborhood identities: A tale of two cities. <i>Journal of Business Research</i> , 2020 , 117, 780-790 | 8.7 | 8 |
| 29 | 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 | 3.2 | 37 |
| 28 | Two-way acculturation in social media: The role of institutional efforts. <i>Technological Forecasting and Social Change</i> , 2019 , 145, 532-542 | 9.5 | 7 |
| 27 | Transforming community well-being through patients' lived experiences. <i>Journal of Business Research</i> , 2019 , 100, 376-391 | 8.7 | 28 |
| 26 | Predicting Internet banking adoption in India: a perceived risk perspective. <i>Journal of Strategic Marketing</i> , 2017 , 25, 418-438 | 2.7 | 47 |
| 25 | Customers' emotion regulation strategies in service failure encounters. <i>European Journal of Marketing</i> , 2017 , 51, 960-982 | 4.4 | 54 |
| 24 | Language divergence in service encounters: Revisiting its influence on word-of-mouth. <i>Journal of Business Research</i> , 2017 , 72, 210-213 | 8.7 | 24 |
| 23 | Value co-creation with Internet of things technology in the retail industry. <i>Journal of Marketing Management</i> , 2017 , 33, 7-31 | 3.2 | 133 |

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| 22 | Convenience and satisfaction: mediation of fairness and quality. <i>Service Industries Journal</i> , 2016 , 36, 239-260 | 3.6 | 27 |
| 21 | Antecedents and consequences of university brand identification. <i>Journal of Business Research</i> , 2016 , 69, 3023-3032 | 8.7 | 52 |
| 20 | Measuring customer-based place brand equity (CBPBE): an investment attractiveness perspective. <i>Journal of Strategic Marketing</i> , 2016 , 24, 617-634 | 2.7 | 30 |
| 19 | Perceptions of fairness in financial services: an analysis of distribution channels. <i>International Journal of Bank Marketing</i> , 2016 , 34, 171-190 | 4 | 8 |
| 18 | A cross-country study of service productivity. <i>Service Industries Journal</i> , 2016 , 36, 223-238 | 5.7 | 5 |
| 17 | The impact of fairness on trustworthiness and trust in banking. <i>Journal of Marketing Management</i> , 2015 , 31, 996-1017 | 3.2 | 21 |
| 16 | The components of trustworthiness for higher education: a transnational perspective. <i>Studies in Higher Education</i> , 2015 , 40, 1239-1255 | 2.6 | 13 |
| 15 | Trust in financial services: Retrospect and prospect. <i>Journal of Financial Services Marketing</i> , 2015 , 20, 234-245 | 2.8 | 13 |
| 14 | Service excellence in UK retail banking: customers' perspectives of the important antecedents. <i>International Journal of Bank Marketing</i> , 2015 , 33, 904-921 | 4 | 19 |
| 13 | Modeling customer advocacy: a PLS path modeling approach. <i>Journal of Strategic Marketing</i> , 2015 , 23, 380-398 | 2.7 | 8 |
| 12 | Will You Defend Your Loved Brand? 2015 , 31-54 | | 6 |
| 11 | Customer's relative loyalty: an empirical examination. <i>Journal of Strategic Marketing</i> , 2014 , 22, 206-221 | 2.7 | 11 |
| 10 | 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 | 2.7 | 11 |
| 9 | Antecedents and consequences of brand love. <i>Journal of Brand Management</i> , 2013 , 20, 325-332 | 3.3 | 92 |
| 8 | Does relationship quality matter in service relationships?. <i>Journal of Strategic Marketing</i> , 2013 , 21, 443-458 | 4.8 | 26 |
| 7 | Modelling trust in service relationships: a transnational perspective. <i>Journal of Services Marketing</i> , 2013 , 27, 76-86 | 4 | 42 |
| 6 | Consequences of customer advocacy. <i>Journal of Strategic Marketing</i> , 2013 , 21, 260-276 | 2.7 | 31 |
| 5 | Alternative Models of Trustworthiness of Service Providers. <i>Journal of Global Marketing</i> , 2010 , 23, 371-386 | 3.6 | 11 |

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| 4 | Dimensional hierarchy of trustworthiness of financial service providers. <i>International Journal of Bank Marketing</i> , 2010 , 28, 47-64 | 4 | 31 |
| 3 | Internet uses and gratifications: A survey in the Indian context. <i>Computers in Human Behavior</i> , 2009 , 25, 878-886 | 7-7 | 71 |
| 2 | Circle the wagons: measuring the strength of consumers' brand defense. <i>Journal of Strategic Marketing</i> , 1-21 | 2-7 | 1 |
| 1 | Customer-Based Place Brand Equity and Tourism: A Regional Identity Perspective. <i>Journal of Travel Research</i> , 004728752199946 | 6-3 | 3 |