

Sanjit K Roy

List of Publications by Year in descending order

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Version: 2024-02-01

40
papers

1,530
citations

331670

21
h-index

345221

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. Journal of Marketing Management, 2017, 33, 7-31. | 2.3 | 197 |
| 2 | Antecedents and consequences of brand love. Journal of Brand Management, 2013, 20, 325-332. | 3.5 | 135 |
| 3 | Internet uses and gratifications: A survey in the Indian context. Computers in Human Behavior, 2009, 25, 878-886. | 8.5 | 93 |
| 4 | Antecedents and consequences of university brand identification. Journal of Business Research, 2016, 69, 3023-3032. | 10.2 | 91 |
| 5 | Customers' emotion regulation strategies in service failure encounters. European Journal of Marketing, 2017, 51, 960-982. | 2.9 | 86 |
| 6 | The rise of smart consumers: role of smart servicescape and smart consumer experience co-creation. Journal of Marketing Management, 2019, 35, 1480-1513. | 2.3 | 79 |
| 7 | Predicting Internet banking adoption in India: a perceived risk perspective. Journal of Strategic Marketing, 2017, 25, 418-438. | 5.5 | 71 |
| 8 | The Antecedents and Consequences of Value Co-Creation Behaviors in a Hotel Setting: A Two-Country Study. Cornell Hospitality Quarterly, 2020, 61, 353-368. | 3.8 | 48 |
| 9 | Modelling trust in service relationships: a transnational perspective. Journal of Services Marketing, 2013, 27, 76-86. | 3.0 | 47 |
| 10 | Convenience and satisfaction: mediation of fairness and quality. Service Industries Journal, 2016, 36, 239-260. | 8.3 | 44 |
| 11 | Consequences of customer advocacy. Journal of Strategic Marketing, 2013, 21, 260-276. | 5.5 | 43 |
| 12 | Exploring customer experience, commitment, and engagement behaviours. Journal of Strategic Marketing, 2022, 30, 45-68. | 5.5 | 43 |
| 13 | Measuring customer-based place brand equity (CBPBE): an investment attractiveness perspective. Journal of Strategic Marketing, 2016, 24, 617-634. | 5.5 | 42 |
| 14 | Transforming community well-being through patients' lived experiences. Journal of Business Research, 2019, 100, 376-391. | 10.2 | 42 |
| 15 | Dimensional hierarchy of trustworthiness of financial service providers. International Journal of Bank Marketing, 2010, 28, 47-64. | 6.4 | 37 |
| 16 | Do value cocreation and engagement drive brand evangelism?. Marketing Intelligence and Planning, 2021, 39, 345-360. | 3.5 | 37 |
| 17 | Consumer-computer interaction and in-store smart technology (IST) in the retail industry: the role of motivation, opportunity, and ability. Journal of Marketing Management, 2020, 36, 299-333. | 2.3 | 32 |
| 18 | Does relationship quality matter in service relationships?. Journal of Strategic Marketing, 2013, 21, 443-458. | 5.5 | 30 |

| # | ARTICLE | IF | CITATIONS |
|----|---|------|-----------|
| 19 | Language divergence in service encounters: Revisiting its influence on word-of-mouth. Journal of Business Research, 2017, 72, 210-213. | 10.2 | 29 |
| 20 | Consumer engagement behaviors: do service convenience and organizational characteristics matter?. Journal of Service Theory and Practice, 2020, 30, 195-232. | 3.2 | 29 |
| 21 | The impact of fairness on trustworthiness and trust in banking. Journal of Marketing Management, 2015, 31, 996-1017. | 2.3 | 28 |
| 22 | Service excellence in UK retail banking: customers' perspectives of the important antecedents. International Journal of Bank Marketing, 2015, 33, 904-921. | 6.4 | 26 |
| 23 | Trust in financial services: Retrospect and prospect. Journal of Financial Services Marketing, 2015, 20, 234-245. | 3.4 | 24 |
| 24 | Customer-Based Place Brand Equity and Tourism: A Regional Identity Perspective. Journal of Travel Research, 2022, 61, 511-527. | 9.0 | 18 |
| 25 | Word-of-mouth and viral marketing activity of the on-line consumer: the role of loyalty chain stages theory. Journal of Strategic Marketing, 2014, 22, 494-512. | 5.5 | 17 |
| 26 | An integrated model of city and neighborhood identities: A tale of two cities. Journal of Business Research, 2020, 117, 780-790. | 10.2 | 16 |
| 27 | Modeling customer advocacy: a PLS path modeling approach. Journal of Strategic Marketing, 2015, 23, 380-398. | 5.5 | 14 |
| 28 | The components of trustworthiness for higher education: a transnational perspective. Studies in Higher Education, 2015, 40, 1239-1255. | 4.5 | 14 |
| 29 | Will You Defend Your Loved Brand?. , 2015, , 31-54. | | 13 |
| 30 | Alternative Models of Trustworthiness of Service Providers. Journal of Global Marketing, 2010, 23, 371-386. | 3.4 | 12 |
| 31 | Customer's relative loyalty: an empirical examination. Journal of Strategic Marketing, 2014, 22, 206-221. | 5.5 | 12 |
| 32 | Enhancing member-institution relationships through social media: The role of other-user engagement behavior and similarity perceptions. Journal of Business Research, 2020, 121, 642-654. | 10.2 | 12 |
| 33 | Perceptions of fairness in financial services: an analysis of distribution channels. International Journal of Bank Marketing, 2016, 34, 171-190. | 6.4 | 11 |
| 34 | Two-way acculturation in social media: The role of institutional efforts. Technological Forecasting and Social Change, 2019, 145, 532-542. | 11.6 | 10 |
| 35 | A cross-country study of service productivity. Service Industries Journal, 2016, 36, 223-238. | 8.3 | 9 |
| 36 | A relationship marketing orientation in politics: Young voters' perceptions of political brands' use of social media. Journal of Strategic Marketing, 2021, 29, 359-374. | 5.5 | 8 |

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|----|---|-----|-----------|
| 37 | Consumer belief system and pro-environmental purchase intention: Does psychological distance intervene?. Journal of Cleaner Production, 2021, 327, 129403. | 9.3 | 8 |
| 38 | To or not to adopt P2P accommodation: The traveler's ethical decision-making. International Journal of Hospitality Management, 2022, 100, 103085. | 8.8 | 7 |
| 39 | Fostering engagement among emotionally exhausted frontline employees in financial services sector. Journal of Service Theory and Practice, 2022, 32, 400-431. | 3.2 | 7 |
| 40 | Circle the wagons: measuring the strength of consumers' brand defense. Journal of Strategic Marketing, 2023, 31, 817-837. | 5.5 | 5 |