Sanjit K Roy

List of Publications by Year
in descending order

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	Circle the wagons: measuring the strength of consumers' brand defense. Journal of Strategic Marketing, 2023, 31, 817-837.	5.5	5
2	Exploring customer experience, commitment, and engagement behaviours. Journal of Strategic Marketing, 2022, 30, 45-68.	5.5	43
3	Customer-Based Place Brand Equity and Tourism: A Regional Identity Perspective. Journal of Travel Research, 2022, 61, 511-527.	9.0	18
4	To or not to adopt P2P accommodation: The traveler's ethical decision-making. International Journal of Hospitality Management, 2022, 100, 103085.	8.8	7
5	Fostering engagement among emotionally exhausted frontline employees in financial services sector. Journal of Service Theory and Practice, 2022, 32, 400-431.	3.2	7
6	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
7	Do value cocreation and engagement drive brand evangelism?. Marketing Intelligence and Planning, 2021, 39, 345-360.	3.5	37
8	Consumer belief system and pro-environmental purchase intention: Does psychological distance intervene?. Journal of Cleaner Production, 2021, 327, 129403.	9.3	8
9	An integrated model of city and neighborhood identities: A tale of two cities. Journal of Business Research, 2020, 117, 780-790.	10.2	16
10	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
11	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
12	Consumer engagement behaviors: do service convenience and organizational characteristics matter?. Journal of Service Theory and Practice, 2020, 30, 195-232.	3.2	29
13	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
14	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
15	Two-way acculturation in social media: The role of institutional efforts. Technological Forecasting and Social Change, 2019, 145, 532-542.	11.6	10
16	Transforming community well-being through patients' lived experiences. Journal of Business Research, 2019, 100, 376-391.	10.2	42
17	Predicting Internet banking adoption in India: a perceived risk perspective. Journal of Strategic Marketing, 2017, 25, 418-438.	5.5	71
18	Customers' emotion regulation strategies in service failure encounters. European Journal of Marketing, 2017, 51, 960-982.	2.9	86

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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	Value co-creation with Internet of things technology in the retail industry. Journal of Marketing Management, 2017, 33, 7-31.	2.3	197
21	A cross-country study of service productivity. Service Industries Journal, 2016, 36, 223-238.	8.3	9
22	Convenience and satisfaction: mediation of fairness and quality. Service Industries Journal, 2016, 36, 239-260.	8.3	44
23	Antecedents and consequences of university brand identification. Journal of Business Research, 2016, 69, 3023-3032.	10.2	91
24	Measuring customer-based place brand equity (CBPBE): an investment attractiveness perspective. Journal of Strategic Marketing, 2016, 24, 617-634.	5.5	42
25	Perceptions of fairness in financial services: an analysis of distribution channels. International Journal of Bank Marketing, 2016, 34, 171-190.	6.4	11
26	Modeling customer advocacy: a PLS path modeling approach. Journal of Strategic Marketing, 2015, 23, 380-398.	5.5	14
27	Will You Defend Your Loved Brand?. , 2015, , 31-54.		13
28	The impact of fairness on trustworthiness and trust in banking. Journal of Marketing Management, 2015, 31, 996-1017.	2.3	28
29	The components of trustworthiness for higher education: a transnational perspective. Studies in Higher Education, 2015, 40, 1239-1255.	4.5	14
30	Trust in financial services: Retrospect and prospect. Journal of Financial Services Marketing, 2015, 20, 234-245.	3.4	24
31	Service excellence in UK retail banking: customers' perspectives of the important antecedents. International Journal of Bank Marketing, 2015, 33, 904-921.	6.4	26
32	Customer's relative loyalty: an empirical examination. Journal of Strategic Marketing, 2014, 22, 206-221.	5.5	12
33	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
34	Antecedents and consequences of brand love. Journal of Brand Management, 2013, 20, 325-332.	3.5	135
35	Does relationship quality matter in service relationships?. Journal of Strategic Marketing, 2013, 21, 443-458.	5.5	30
36	Modelling trust in service relationships: a transnational perspective. Journal of Services Marketing, 2013, 27, 76-86.	3.0	47

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37	Consequences of customer advocacy. Journal of Strategic Marketing, 2013, 21, 260-276.	5.5	43
38	Alternative Models of Trustworthiness of Service Providers. Journal of Global Marketing, 2010, 23, 371-386.	3.4	12
39	Dimensional hierarchy of trustworthiness of financial service providers. International Journal of Bank Marketing, 2010, 28, 47-64.	6.4	37
40	Internet uses and gratifications: A survey in the Indian context. Computers in Human Behavior, 2009, 25, 878-886.	8.5	93