

# Norizan Kassim

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9552034/publications.pdf>

Version: 2024-02-01

12  
papers

710  
citations

1163117

8  
h-index

1199594

12  
g-index

12  
all docs

12  
docs citations

12  
times ranked

523  
citing authors

#	ARTICLE	IF	CITATIONS
1	The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2010, 22, 351-371.	3.2	409
2	Customer Loyalty in e-Commerce Settings: An Empirical Study. <i>Electronic Markets</i> , 2008, 18, 275-290.	8.1	99
3	The influence of attraction on internet banking: an extension to the trust-relationship commitment model. <i>International Journal of Bank Marketing</i> , 2006, 24, 424-442.	6.4	88
4	Service quality: gaps in the Malaysian telemarketing industry. <i>Journal of Business Research</i> , 2002, 55, 845-852.	10.2	33
5	Telecommunication Industry in Malaysia: Demographics Effect on Customer Expectations, Performance, Satisfaction and Retention. <i>Asia Pacific Business Review</i> , 2006, 12, 437-463.	2.9	24
6	Non-academic service quality: comparative analysis of students and faculty as users. <i>Journal of Marketing for Higher Education</i> , 2012, 22, 35-54.	3.2	20
7	The relationships between collective-oriented values and materialism, product status signaling and product satisfaction. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2016, 28, 807-826.	3.2	15
8	Extending the service profit chain: the mediating effect of employee productivity. <i>International Journal of Quality and Reliability Management</i> , 2019, 36, 797-814.	2.0	12
9	Product status signaling as mediator between materialism and product satisfaction of Saudis and Malaysians. <i>Social Behavior and Personality</i> , 2016, 44, 973-985.	0.6	5
10	ISNâ€™T IT NOW A CRUCIAL TIME FOR SAUDI ARABIAN FIRMS TO BE MORE INNOVATIVE AND COMPETITIVE?. <i>International Journal of Innovation Management</i> , 2017, 21, 1750021.	1.2	2
11	Innovations and Continuous Improvements and Their Impact on Firmsâ€™ Performance. <i>International Journal of Social Ecology and Sustainable Development</i> , 2010, 1, 32-53.	0.2	2
12	Female Students' Perception of Service Quality in a Gender-Segregated College Environment. <i>Social Behavior and Personality</i> , 2015, 43, 921-930.	0.6	1