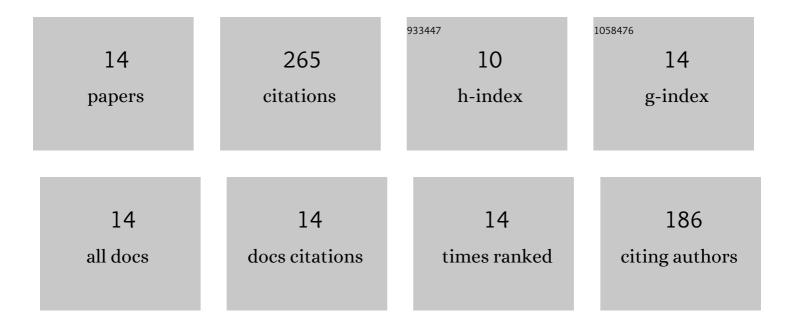
Amran Bin Harun Amran Bin Harun

List of Publications by Year in descending order

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Amran Bin Harun Amran Bin

| # | Article | IF | CITATIONS |
|----|---|-----|-----------|
| 1 | Examining the mediating effect of attitude towards electronic words-of mouth (eWOM) on the relation between the trust in eWOM source and intention to follow eWOM among Malaysian travellers. Asia Pacific Management Review, 2017, 22, 35-44. | 4.4 | 71 |
| 2 | Social media experience, attitude and behavioral intention towards umrah package among generation X and Y. Management Science Letters, 2020, , 1-12. | 1.5 | 32 |
| 3 | The effects on customer satisfaction and customer loyalty by integrating marketing communication and after sale service into the traditional marketing mix model of Umrah travel services in Malaysia. Journal of Islamic Marketing, 2021, 12, 363-388. | 3.5 | 32 |
| 4 | Benefits of Facebook fan/brand page marketing and its influence on relationship commitment among Generation Y: Empirical evidence from Malaysia. Telematics and Informatics, 2018, 35, 1980-1993. | 5.8 | 18 |
| 5 | Consumption of Green Product as a Means of Expressing Green Behaviour in an Emerging Economy: With the Case Study of Malaysia. Environment and Urbanization ASIA, 2020, 11, 297-312. | 1.8 | 17 |
| 6 | What makes a non-Muslim purchase halal food in a Muslim country? An application of theory of planned behaviour. Management Science Letters, 2019, , 2029-2038. | 1.5 | 16 |
| 7 | The influences of service marketing mix on customer loyalty towards Umrah travel agents: Evidence from Malaysia. Management Science Letters, 2019, , 865-876. | 1.5 | 16 |
| 8 | The impact of Umrah service quality on customer satisfaction towards Umrah travel agents in Malaysia. Management Science Letters, 2019, , 1763-1772. | 1.5 | 14 |
| 9 | Understanding experienced consumers towards repeat purchase of counterfeit products: The mediating effect of attitude. Management Science Letters, 2020, , 13-28. | 1.5 | 14 |
| 10 | Green product awareness has the potential to promote green consumer behaviour: Evidence from Kuala-Lumpur. Israel Journal of Ecology and Evolution, 2020, 67, 39-50. | 0.6 | 13 |
| 11 | Growth Performance of Tomato Plant and Genetically Improved Farmed Tilapia in Combined Aquaponic Systems. Asian Journal of Agricultural Research, 2015, 9, 95-103. | 0.4 | 9 |
| 12 | Smartphone Dependency and Its Impact on Purchase Behavior. Asian Social Science, 2015, 11, . | 0.2 | 8 |
| 13 | Antecedents and Outcomes of Brand Management from the Perspective of Resource Based View (RBV) Theory. Mediterranean Journal of Social Sciences, 2013, , . | 0.2 | 3 |
| 14 | Is the Purchasing Behavior of Suburban Millennials Affected by Social Media Marketing? Empirical Evidence from Malaysia. Kome, 2019, 7, 104-127. | 0.5 | 2 |