

Amran Bin Harun Amran Bin Harun

List of Publications by Year in descending order

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Version: 2024-02-01

14
papers

265
citations

933447

10
h-index

1058476

14
g-index

14
all docs

14
docs citations

14
times ranked

186
citing authors

#	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. <i>Asia Pacific Management Review</i> , 2017, 22, 35-44.	4.4	71
2	Social media experience, attitude and behavioral intention towards umrah package among generation X and Y. <i>Management Science Letters</i> , 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. <i>Journal of Islamic Marketing</i> , 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. <i>Telematics and Informatics</i> , 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. <i>Environment and Urbanization ASIA</i> , 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. <i>Management Science Letters</i> , 2019, , 2029-2038.	1.5	16
7	The influences of service marketing mix on customer loyalty towards Umrah travel agents: Evidence from Malaysia. <i>Management Science Letters</i> , 2019, , 865-876.	1.5	16
8	The impact of Umrah service quality on customer satisfaction towards Umrah travel agents in Malaysia. <i>Management Science Letters</i> , 2019, , 1763-1772.	1.5	14
9	Understanding experienced consumers towards repeat purchase of counterfeit products: The mediating effect of attitude. <i>Management Science Letters</i> , 2020, , 13-28.	1.5	14
10	Green product awareness has the potential to promote green consumer behaviour: Evidence from Kuala-Lumpur. <i>Israel Journal of Ecology and Evolution</i> , 2020, 67, 39-50.	0.6	13
11	Growth Performance of Tomato Plant and Genetically Improved Farmed Tilapia in Combined Aquaponic Systems. <i>Asian Journal of Agricultural Research</i> , 2015, 9, 95-103.	0.4	9
12	Smartphone Dependency and Its Impact on Purchase Behavior. <i>Asian Social Science</i> , 2015, 11, .	0.2	8
13	Antecedents and Outcomes of Brand Management from the Perspective of Resource Based View (RBV) Theory. <i>Mediterranean Journal of Social Sciences</i> , 2013, , .	0.2	3
14	Is the Purchasing Behavior of Suburban Millennials Affected by Social Media Marketing? Empirical Evidence from Malaysia. <i>Kome</i> , 2019, 7, 104-127.	0.5	2