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The changing nature of cyber-marketing strategies

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Business Process Management Journal, 2004, 10, 262-276.

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| 10 | The effectiveness of online customer relations tools. <i>Internet Research</i> , 2008 , 18, 211-228 | 4.8 | 13 |
| 9 | A history of internet purchasing: suggestions for web-based entrepreneurs and SMEs. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2009 , 10, 4-18 | 1 | 5 |
| 8 | Internet Commerce in Jordanian Firms. <i>Journal of Internet Commerce</i> , 2010 , 9, 67-82 | 3.8 | 6 |
| 7 | A study of branding experience plazas: Strategic marketing view. 2014 , | | |
| 6 | Consumer behavior in the online context. <i>Journal of Research in Interactive Marketing</i> , 2014 , 8, 169-202 | 7.5 | 68 |
| 5 | Service Marketing and Adoption of Promotional Technology: A Qualitative Study. <i>Service Science</i> , 2016 , 8, 368-385 | 2.2 | 2 |
| 4 | Managing Customer-Centric Information. <i>International Journal of Applied Logistics</i> , 2010 , 1, 88-105 | 0.3 | 1 |
| 3 | Managing Customer-Centric Information. 2012 , 253-271 | | |
| 2 | Entrepreneurs and New Communication Technology: Obstacle or Challenge?. <i>Acta Economica Et Turistica</i> , 2016 , 2, 47-64 | 0.3 | |
| 1 | Managing Customer-Centric Information. <i>Advances in Logistics, Operations, and Management Science Book Series</i> , 46-64 | 0.3 | 1 |