

Moving from multi-channel to Omni-channel retailing

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Omnichannel Customer Experience and Management: An Integrative Review and Research Agenda. Sustainability, 2021, 13, 2824.	3.2	25
2	Optimal Channel Strategy for a Fresh Produce E-Commerce Supply Chain. Sustainability, 2021, 13, 6057.	3.2	18
3	A model of adoption of AR-based self-service technologies: a two country comparison. International Journal of Retail and Distribution Management, 2021, 49, 875-898.	4.7	22
4	Factors influencing consumers' purchase decision-making in O2O business model: Evidence from consumers' overall evaluation. Journal of Retailing and Consumer Services, 2021, 61, 102565.	9.4	23
5	Channel-level resource allocation decision in multichannel retailing: A U.S. multichannel company application. Journal of Retailing and Consumer Services, 2021, 63, 102679.	9.4	12
6	Deciphering in-store-online switching in multi-channel retailing context: Role of affective commitment to purchase situation. Journal of Retailing and Consumer Services, 2021, 63, 102742.	9.4	15
7	Developing an Online Channel Eco-system Framework and its Applications. Journal of Channel and Retailing, 2021, , .	0.4	2
8	Challenging the "integration imperative": A customer perspective on omnichannel journeys. Journal of Retailing and Consumer Services, 2022, 64, 102829.	9.4	24
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16	The Different Phases of the Omnichannel Consumer Buying Journey: A Systematic Literature Review and Future Research Directions. Journal of Theoretical and Applied Electronic Commerce Research, 2023, 18, 79-104.	5.7	4
17	Designing a centralized distribution system for omnichannel retailing. Production and Operations Management, 2023, 32, 1724-1742.	3.8	2
18	Sustainable Strategy Analysis: Platform Channel Configuration and Slotting Fee Design under Differentiated Quality Investment. Sustainability, 2022, 14, 16095.	3.2	0

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20	Marketing in the metaverse era: toward an integrative channel approach. Virtual Reality, 2023, 27, 1905-1918.	6.1	9
21	The Future of E-Commerce: Overview and Prospects of Multichannel and Omnichannel Retail. Journal of Theoretical and Applied Electronic Commerce Research, 2023, 18, 656-667.	5.7	6
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