


Zillur Rahman

 <https://orcid.org/0000-0003-2785-0200>

Also known as

Z Rahman

Websites & Social Links

IIT Roorkee, DoMS (<https://www.iitr.ac.in/departments/DM/pages/People+Faculty+yusuffdm.html>)

Mendeley profile (<https://www.mendeley.com/profiles/zillur-rahman3/>)

ResearchGate (https://www.researchgate.net/profile/Zillur_Rahman4)

Kudos (<https://www.growkudos.com/profiles/51020>)

Academia (<https://iitr-in.academia.edu/ZillurRahman>)

Publons (<https://publons.com/author/603554/zillur-rahman#profile>)

Keywords

Strategy, Marketing

Other IDs

Scopus Author ID: 15760954200 (<http://www.scopus.com/inward/authorDetails.url?authorID=15760954200&partnerID=MN8TOARS>)

ResearcherID: J-9339-2014 (<http://www.researcherid.com/rid/J-9339-2014>)

Biography

AWARDS and HONORS

1. Emerald Literati Club 2004 Highly Commended Award for the paper “Why Large Local Conglomerates may not work in Emerging Markets “published in European Business Review, Vol.15 No. 2, 2003.

2. The paper titled “Internet-based supply chain management: using the Internet to revolutionize your business”, International Journal of Information Management, Volume 23, Issue 6, 2004 was The SCIEDIRECT TOP 25 HOTTEST ARTICLE within the journal for the period Oct-Dec,2004.<http://top25.sciencedirect.com/subject/business-management-and-accounting/4/journal/international-journal-of-information-management/02684012/archive/2/>

3. Highly Commended Award winner of the 2009 Emerald/AIMA Indian Management Research Fund Award for Rahman, Z., Kumar,I., Garg, R, and Agnihotri, A., “Investigating whether microcredit can improve the utilization of private sector health services among Indian women”.
{http://info.emeraldinsight.com/research/awards/2009_aima.htm}.

4. Highly Commended Runners Up for 2012 Emerald/IAM South Asia Management Research Fund Award for Kumar, D., Rahman, Z., Qureshi M.N., and Katiiyar, R.,. “Problems and Prospects of Compost Marketing in Uttarakhand, India”. {<http://www.emeraldinsight.com/research/awards/indianmgmt.htm>}.

5. Certificate of Honour and Appreciation for Outstanding Contribution as Delivering the Keynote Address at Eighth International Conference on eLearning for Knowledge-Based Society held in Bangkok, Thailand in

February 23-24, 2012.

6. 1st Position in the team event of 10th Uttarakhand State open Squash Rackets Championship 2013, held at Squash Courts, Dayanand Stadium, Haridwar from Nov 23-24, 2013.

7. IVth Position, Veteran's Championship, IInd Haridwar District Squash Championship 2013, held at Dayanand Stadium, GKV, Haridwar from Nov 16-17, 2013 and organized by HDSA.

8. Highly Commended Paper in the 2016 Emerald Literati Network Awards for Excellence for Goyal, P., Rahman, Z., and Kazmi, A.A., (2015), "Identification and prioritization of corporate sustainability practices using analytical hierarchy process", Journal of Modelling in Management, Vol 10, Iss. 1, pp. 23-49.
{<http://www.emeraldgrouppublishing.com/authors/literati/awards.htm?year=2016>}

9. Highly Commended Paper in 2017 Emerald Literati Network Awards for Excellence for Joshi, Y., Rahman, Z. (2016), "Predictors of Young Consumer's Green Purchase Behaviour", Management of Environmental Quality: An International Journal, Vol. 27, No.4, pp.452-472.
{www.emeraldgrouppublishing.com/authors/literati/awards.htm?year=2017}

10. Highly Commended paper in the 2017 Emerald Literati Network Awards for Excellence for Kumar, V., Rahman, Z., and Kazmi, A.A., (2016), "Stakeholder Identification and Classification: A Sustainability Marketing Perspective", Management Research Review, Vol. 39, No. 1, pp. 35-61.
{www.emeraldgrouppublishing.com/authors/literati/awards.htm?year=2017}

11. Commendable Faculty Award, Faculty Research Award by Careers 360. Second most productive author in the field of Business, Management and Accounting. The award carries a cash prize of Rs.20,000 and a citation. Hon' Union Minister of HRD Shri. Prakash Javadekar gave the awards on the 20th of March 2018 at New Delhi.

12. High Scholarly Impact Award, 2018 for the paper "Islam, Jamidul and Rahman, Zillur (2016)," Examining the effects of brand love and brand image on customer engagement: An empirical study of fashion apparel brands", Journal of Global Fashion Marketing, 7:1, 45-59.

13. Highly Commended Paper Award in the Emerald Literati Awards for Excellence- 2018 for the paper Islam, Jamidul., and Rahman, Zillur, (2017), "Awareness and willingness towards Islamic banking among Muslims: An Indian perspective", International Journal of Islamic and Middle Eastern Finance and Management, Vol. 10 Issue: 1, pp.92-101, <http://www.emeraldgrouppublishing.com/authors/literati/awards.htm?year=2018&journal=imefm>

14. Letter of appreciation (May 17, 2019) from Asian Journal of Management Cases (Sage Publishing) for reviewing for the journal.

15. Elsevier Reviewer Recognition Award 2018. Journal of Retailing and Consumer Services- Certificate for Outstanding Contribution in Reviewing Nov 2018

Employment (6)

Indian Institute of Technology Roorkee: Roorkee, Uttarakhand, IN

2018-12-22 to present | Professor (Department of Management Studies)

Employment

Source:Zillur Rahman

Indian Institute of Technology Roorkee: Roorkee, Uttarakhand, IN

2016-03-01 to 2019-03-31 | Head of the Department (Department of Management Studies)

Employment

Source:Zillur Rahman

Indian Institute of Technology Roorkee: Roorkee, Uttarakhand, IN

2009-09-04 to 2018-12-21 | Associate Professor (Management Studies)

Employment

Source:Zillur Rahman

Indian Institute of Technology Roorkee: Roorkee, Uttarakhand, IN

1999-12-19 to 2009-09-04 | Assistant Professor (Management Studies)

Employment

Source:Zillur Rahman

Aligarh Muslim University: Aligarh, Uttar Pradesh, IN

1996-04-24 to 1999-12-16 | Lecturer (Business Administration)

Employment

Source:Zillur Rahman

Aligarh Muslim University: Aligarh, Uttar Pradesh, IN

1995-03-14 to 1995-06-13 | Lecturer (Department of Business Administration)

Employment

Source:Zillur Rahman

Education and qualifications (6)

Aligarh Muslim University: Aligarh, Uttar Pradesh, IN

1992 to 1996 | Ph.D. (Business Administration)

Education

Source:Zillur Rahman

Aligarh Muslim University: Aligarh, Uttar Pradesh, IN

1990 to 1992 | MBA (Business Administration)

Education

Source:Zillur Rahman

Aligarh Muslim University: Aligarh, Uttar Pradesh, IN

1989-08 to 1990-06 | M.Sc. (Mathematics)

Previous (Department of Mathematics)

Education

Source:Zillur Rahman

Aligarh Muslim University: Aligarh, Uttar Pradesh, IN

1985-08 to 1989-05 | B.Sc. (Hons:Mathematics) (Department of Mathematics)

Education

Source:Zillur Rahman

Central Board of Secondary Education: Delhi, Delhi, IN

1981-07 to 1983-04 | SSCE (St. Gabriel's Academy, Roorkee, Now APS-2)

Education

Source:Zillur Rahman

Central Board of Secondary Education: Delhi, Delhi, IN

1980-06 to 1981-04 | AISSCE (St. Gabriel's Academy, Now APS-2)

Education

Source:Zillur Rahman

Membership and service (15)

**Ministry of Urban Development, Gol in collaboration with
Japan International Cooperation Agency: New Delhi, IN**

| Member, Expert Committee (Preparation of the Manual on
Sewerage and Sewage Treatment-Part C)

Membership

Source:Zillur Rahman

Indian Institute of Foreign Trade: New Delhi, Delhi, IN

| Ph.D. Evaluation

Service

Source:Zillur Rahman

**Sardar Vallabhbhai National Institute of Technology:
Surat, Gujarat, IN**

2019 to present | Member, Faculty Selection
Committee (Department of Applied Mathematics and
Humanities)

Service

Source:Zillur Rahman

**Malaviya National Institute of Technology: Jaipur,
Rajasthan, IN**

2019 to present | Ph.D. Evaluation (Department of
Management Studies)

Service

Source:Zillur Rahman

Indian Institute of Technology Delhi: New Delhi, Delhi, IN

2019 to present | Ph.D. Evaluation (Department of
Management Studies)

Service

Source:Zillur Rahman

Aligarh Muslim University: Aligarh, Uttar Pradesh, IN

2019 to present | Ph.D. Evaluation (Department of Business
Administration)

Service

Source:Zillur Rahman

Aligarh Muslim University: Aligarh, Uttar Pradesh, IN

2019 to present | Expert, Faculty Selection
Committee (Department of Business Administration)
Service

Source:Zillur Rahman

**Islamic University of Science and Technology: Pulwama,
Jammu and Kashmir, IN**

2018-09 to present | Member, Board of Studies (Department
of Management Studies)
Membership

Source:Zillur Rahman

**National Institute of Industrial Engineering: Mumbai,
Maharashtra, IN**

2016 to present | Ph.D. Evaluation (Environmental
Engineering & Management)
Service

Source:Zillur Rahman

Guru Nanak Dev University: Amritsar, Punjab, IN

2020-02-17 to 2020-02-17 | Expert, Selection
Committee (University Business School)
Service

Source:Zillur Rahman

**Dr BR Ambedkar National Institute of Technology:
Jalandhar, Punjab, IN**

2019-12-02 to 2019-12-06 | Key Note address, TEQIP III
supported STC on Advances in Operations Management for
Manufacturing Systems (Industrial and Production
Engineering)
Service

Source:Zillur Rahman

**Sardar Vallabhbhai National Institute of Technology:
Surat, Gujarat, IN**

2019 to 2019 | Expert for review of UG/PG
Program (Department of Applied Mathematics and
Humanities)
Service

Source:Zillur Rahman

Indian Institute of Technology Mandi: Mandi, Himachal Pradesh, IN

2010 to 2019 | Member, Selection Committee for Faculty Recruitment (School of Humanities and Social Sciences) Membership

Source:Zillur Rahman

Indian Institute of Technology Mandi: Mandi, Himachal Pradesh, IN

2010 to 2019 | Special Invitee (Selection Committees for Faculty Recruitment) Membership

Source:Zillur Rahman

Aligarh Muslim University: Aligarh, Uttar Pradesh, IN

2016-10 to 2018-10 | Board of Studies (Department of Business Administration) Membership

Source:Zillur Rahman

Funding (15)

FDP for faculty members of IUOST, Srinagar

TEQIP III (IUOST, Srinagar)
2018-08 to 2018-08|Contract

Source:Zillur Rahman

Use of Information and Communication Technologies for Entrepreneurship Development Among Semi-Skilled Workers

Indian Council of Social Science Research (New Delhi)
2018-04 to 2020|Grant

GRANT_NUMBER: F.No. G-5/2017-18/ICSSR/RP ; Dated: March 27, 2018

Source:Zillur Rahman

Orientation Programmes on Corporate Governance

National Foundation for Corporate Governance (NFCG) C/o Confederation of Indian Industry (CII) (Delhi)
2017-11 to 2018-10|Contract

GRANT_NUMBER: CONF-59-MSD

Source:Zillur Rahman

Vetting of Technical Reports, Data Analysis Reports, Survey Findings Reports for Disaster Risk Assessment Study

Program Manager, Project Implementation Unit TA & CBDRM, Uttarakhand Disaster Recover Project (UDRP), Dehradun (DehraDun)

2017-07 to 2021-03|Contract

GRANT_NUMBER: EQD-604/17-18

Source:Zillur Rahman

Preparation of Vision Document of Dal and Nageen Lake

VC, LAWDA, Srinagar (SRINAGAR, J&K)

2016-01 to 2017-12|Contract

GRANT_NUMBER: CED-6030 /2016-17

Source:Zillur Rahman

Study of environmental awareness and practices among the employees of the companies in select Industrial Estate in Uttarakhand

ICSSR (New Delhi)

2014-05 to 2016-05|Grant

GRANT_NUMBER: ICS-786-MSD

GRANT_NUMBER: 02/49/2014-15/ RPR Dated 22-04-2014

Source:Zillur Rahman

Seven Habits of an Effective Marketing Professional

Individual Participant (Roorkee, Roorkee)

2013-11 to 2013-12|Contract

GRANT_NUMBER: CO-1331/13-14

Source:Zillur Rahman

How to pursue Research in Management

CEC, IIT Roorkee (Rorkee)

2013-04 to 2013-04|Contract

GRANT_NUMBER: CO-1297/13-14

Source:Zillur Rahman

Management of Traditional Handloom Cluster in and around Roorkee

MHRD (New Delhi)

2012-04 to 2014-03|Grant

GRANT_NUMBER: MHR04-31-412-112

Source:Zillur Rahman

Evaluation of Plan scheme "R&D programme in Water Sector"

CWC, MoWR, Gol (New Delhi)

2012-04 to 2013-10|Contract

GRANT_NUMBER: CED-6252 /2012-2013

Source:Zillur Rahman

Vetting of Design and DPR of 12, 15, &20 MLD STP's

Chief Engineer, Noida Development Authority, Noida (Greater Noida, UP)

2011-04 to 2012-03|Contract

GRANT_NUMBER: CED-1148/11-12

Source:Zillur Rahman

Rapid EIA studies for IIE Sitarganj: Modeling, Report and Other Studies

DGM SIDCUL (Dehradun, Uttarakhand)

2010-04 to 2010-10|Contract

GRANT_NUMBER: CED-1005 /2010-2011

Source:Zillur Rahman

Rapid EIA studies for IIE Sitarganj: Environmental Monitoring

DGM SIDCUL (Dehradun, Uttarakhand)

2010-03 to 2011-12|Contract

GRANT_NUMBER: CED-1006 /2010-2011

Source:Zillur Rahman

Technical Feasibility of Diversion of Shahadra Drain

Chief Conservation Engineer (Water), NOIDA (Noida, UP)

2008-04 to 2009-03|Contract

GRANT_NUMBER: CED-1137/08-09

Source:Zillur Rahman

Short Term Courses on Strategic Management

Damodar Valley Corporation (DVC Training Institute, Chandrapura, Bokaro, Jharkhand)

2006-02 to 2006-03|Contract

GRANT_NUMBER: CO-1052/06-07

Source:Zillur Rahman

Works (199 of 199)

Integrating Corporate Governance and Strategic Management: A Stakeholder Approach

Ph.D. Thesis (IIT Roorkee) Avinash Pratap Singh

2020-12-31 | other

Source:Zillur Rahman

Modelling Self Conscious Moral Emotion in Cause Related Marketing

IIT Roorkee (Ph. D. Thesis), Tejaswi Patil

2020-12-31 | other

Source:Zillur Rahman

Relationship between Global-Local Identity, Perceived Price Fairness, and Purchase Intentions: The Moderating Role of Social Norms

Ph.D. Thesis (IIT Roorkee) Habib Ullah Siddiqui

2020-12-31 | other

Source:Zillur Rahman

Linking Employee Engagement and Customer Engagement to drive Customer Loyalty: Reorienting Service Profit Chain

Ph.D. Thesis (IIT Roorkee), Shumaila Chandni

2020-12-22 | other

Source:Zillur Rahman

Impact of Consumer Ethical Beliefs and Religiosity on Consumer Unethical Behaviour

IIT Roorkee (IIT Roorkee), Syed Masroor Hasan

2020-12-18 | other

Source:Zillur Rahman

Measuring the Influence of Social Marketing on Consumer Behavior Intention

Ph.D. Thesis (IIT Roorkee), Vivek Vyas

2020-12-05 | other

Source:Zillur Rahman

**Customer engagement and employee engagement:
systematic review and future directions**

The Service Industries Journal

2020-03-22 | journal-article

DOI: 10.1080/02642069.2020.1733534

Source:Crossref

**Developing a Place Branding Model: An Empirical
Analysis based on Stakeholders**

Ph.D. Thesis (IIT Roorkee), Alok K. Acharya

2020-03 | other

Source:Zillur Rahman

**The role of consumer engagement in recovering online
service failures: An application of Service-Dominant
Logic**

Handbook of Customer Engagement Research

2019-11-19 | book-chapter

Source:Zillur Rahman

**Gender, loyalty card membership, age, and critical
incident recovery: Do they moderate experience-loyalty
relationship?**

International Journal of Hospitality Management

2019-11 | journal-article

DOI: 10.1016/j.ijhm.2019.102408

Source:Zillur Rahman

Social Marketing: Connecting the P's and the C's

*Creating Inclusive Organizations: Spirituality Innovation and
Sustainability. Organized by Academy of Value Based
Management at Said Business School, University of Oxford*

2019-06-07 | conference-paper

Source:Zillur Rahman

Brand engagement and experience in online services

Journal of Services Marketing

2019-01 | journal-article

DOI: 10.1108/JSM-03-2019-0106

Source:Zillur Rahman

CCV Scale: Development and Validation of Customer Co-Created Value Scale in E-Services*Current Psychology*

2019 | journal-article

DOI: 10.1007/s12144-017-9639-z

EID: 2-s2.0-85025455375

Source:Scopus - Elsevier**Consumers' Sustainable Purchase Behaviour: Modeling the Impact of Psychological Factors***Ecological Economics*

2019 | journal-article

DOI: 10.1016/j.ecolecon.2019.01.025

EID: 2-s2.0-85061200155

Source:Zillur Rahman via Scopus - Elsevier**Customer engagement in the service context: An empirical investigation of the construct, its antecedents and consequences***Journal of Retailing and Consumer Services*

2019 | journal-article

DOI: 10.1016/j.jretconser.2019.05.018

EID: 2-s2.0-85066236264

Source:Zillur Rahman via Scopus - Elsevier**Modelling and Measuring of Customer Participative Service Innovation Behavior***Ph.D. Thesis (IIT Roorkee), Bijoylaxmi Sarmah*

2018-05-25 | other

Source:Zillur Rahman**Investigating the Effect of Online Brand Community Characteristics on Customer Engagement***Ph.D. Thesis (IIT Roorkee), Jamidul Islam*

2018-04-24 | other

Source:Zillur Rahman**Modelling and Measuring of Customer Participation in Social Media Brand Communities***Ph.D. Thesis (IIT Roorkee), Shampy Kamboj*

2018-04-24 | other

Source:Zillur Rahman

Effect of Social Media Marketing Activities on Customer Loyalty in E-Commerce Industry

Ph.D. Thesis (IIT Roorkee), Mayank Yadav

2018-04-20 | other

Source:Zillur Rahman

Role of Consumer Ethical Beliefs in Determining Consumer Purchase Intention towards Green Buying

24th EBES Conference Jointly organized with The Faculty of Business Administration, Kasetsart University held in Bangkok, Thailand from January 10-12, 2018

2018-01-18 | conference-paper

Source:Zillur Rahman

Antecedents of co-creation intention and their role in developing technology-based new services via customer involvement: A conceptual analysis

International Journal of Business Excellence

2018 | journal-article

DOI: 10.1504/IJBEX.2018.091921

EID: 2-s2.0-85047779580

Source:Zillur Rahman via Scopus - Elsevier

Consumer engagement in online brand communities: a solicitation of congruity theory

Internet Research

2018 | journal-article

DOI: 10.1108/IntR-09-2016-0279

EID: 2-s2.0-85041417007

Source:Zillur Rahman via Scopus - Elsevier

CSR and consumer behavioral responses: the role of customer-company identification

Asia Pacific Journal of Marketing and Logistics

2018 | journal-article

DOI: 10.1108/APJML-01-2017-0017

EID: 2-s2.0-85044527881

Source:Zillur Rahman via Scopus - Elsevier

Customer co-creation in hotel service innovation: An interpretive structural modeling and MICMAC analysis approach

Benchmarking

2018 | journal-article

DOI: 10.1108/BIJ-09-2016-0145

EID: 2-s2.0-85041610419

Source:Zillur Rahman via Scopus - Elsevier

Customer participation in brand communities on social media: A systematic literature review

International Journal of Web Based Communities

2018 | journal-article

EID: 2-s2.0-85042187973

Source:Zillur Rahman via Scopus - Elsevier

Examining consumer-brand relationships on social media platforms

Marketing Intelligence and Planning

2018 | journal-article

DOI: 10.1108/MIP-05-2017-0088

EID: 2-s2.0-85037373483

Source:Zillur Rahman via Scopus - Elsevier

Impact of social media and customer-centric technology on performance outcomes: The mediating role of social CRM capabilities

International Journal of Electronic Marketing and Retailing

2018 | journal-article

DOI: 10.1504/IJEMR.2018.090888

EID: 2-s2.0-85045399624

Source:Zillur Rahman via Scopus - Elsevier

Reconceptualising service firm marketing capability: Scale development and validation

International Journal of Business Information Systems

2018 | journal-article

DOI: 10.1504/IJBIS.2018.096035

EID: 2-s2.0-85056645760

Source:Zillur Rahman via Scopus - Elsevier

Striving for legitimacy through CSR: an exploration of employees responses in controversial industry sector

Social Responsibility Journal

2018 | journal-article

DOI: 10.1108/SRJ-07-2017-0116

EID: 2-s2.0-85057585345

Source:Zillur RahmanviaScopus - Elsevier

The influence of social media marketing activities on customer loyalty: A study of e-commerce industry

Benchmarking

2018 | journal-article

DOI: 10.1108/BIJ-05-2017-0092

EID: 2-s2.0-85058034567

Source:Zillur RahmanviaScopus - Elsevier

Modelling the Predictors of consumers' green purchase intention

Ph.D. Thesis (IIT Roorkee), Yatish Joshi

2017-11-02 | other

Source:Zillur Rahman

Consumer Behavior 10e

Cengage

2017-09 | other

ISBN: 978-93-866-5087-0

Source:Zillur Rahman

A fuzzy AHP and fuzzy multi-objective linear programming model for order allocation in a sustainable supply chain: A case study

International Journal of Computer Integrated Manufacturing

2017 | journal-article

DOI: 10.1080/0951192X.2016.1145813

EID: 2-s2.0-84959042934

Source:Zillur RahmanviaScopus - Elsevier

An empirical investigation of tourist's choice of service delivery options: SSTs vs service employees

International Journal of Contemporary Hospitality Management

2017 | journal-article

DOI: 10.1108/IJCHM-08-2015-0438

EID: 2-s2.0-85025618122

Source:Scopus - Elsevier

An integrated framework to understand how consumer-perceived ethicality influences consumer hotel brand loyalty

Service Science

2017 | journal-article

DOI: 10.1287/serv.2016.0166

EID: 2-s2.0-85029355482

Source:Zillur RahmanviaScopus - Elsevier

An ISM approach for modelling the enablers of sustainability in market-oriented firms

International Journal of Business Excellence

2017 | journal-article

DOI: 10.1504/IJBEX.2017.083331

EID: 2-s2.0-85016500800

Source:Scopus - Elsevier

Analyzing enablers of sustainable supply chain: ISM and fuzzy AHP approach

Journal of Modelling in Management

2017 | journal-article

DOI: 10.1108/JM2-02-2016-0013

EID: 2-s2.0-85028762386

Source:Zillur RahmanviaScopus - Elsevier

Assessing the impact of information technology capability on firm profitability and market value in emerging economies: A study from India

International Journal of Business Information Systems

2017 | journal-article

DOI: 10.1504/IJBIS.2017.10004401

EID: 2-s2.0-85018424787

Source:Scopus - Elsevier

Awareness and willingness towards Islamic banking among Muslims: An Indian perspective

International Journal of Islamic and Middle Eastern Finance and Management

2017 | journal-article

DOI: 10.1108/IMEFM-01-2016-0017

EID: 2-s2.0-85017627192

Source:Scopus - Elsevier

Bharat to India: A case of connecting IFFCO brand with generation y

International Journal of Business Excellence

2017 | journal-article

DOI: 10.1504/IJBEX.2017.087752

EID: 2-s2.0-85032940617

Source:Zillur RahmanviaScopus - Elsevier

Brand Experience Anatomy in Hotels: An Interpretive Structural Modeling Approach

Cornell Hospitality Quarterly

2017 | journal-article

DOI: 10.1177/1938965516649055

EID: 2-s2.0-85018722774

Source:Scopus - Elsevier

Brand experience and emotional attachment in services: The moderating role of gender

Service Science

2017 | journal-article

DOI: 10.1287/serv.2016.0169

EID: 2-s2.0-85029392163

Source:Zillur RahmanviaScopus - Elsevier

Co-creation in hotel service innovation using smart phone apps: an empirical study

International Journal of Contemporary Hospitality Management

2017 | journal-article

DOI: 10.1108/IJCHM-12-2015-0681

EID: 2-s2.0-85031102224

Source:Zillur RahmanviaScopus - Elsevier

Customer co-creation and adoption intention towards newly developed services: an empirical study

International Journal of Culture, Tourism, and Hospitality Research

2017 | journal-article

DOI: 10.1108/IJCTHR-07-2016-0070

EID: 2-s2.0-85028648503

Source:Zillur Rahman via Scopus - Elsevier

Determinants of sustainable consumption behaviour: Review and conceptual framework

Green Initiatives for Business Sustainability and Value Creation

2017 | book

DOI: 10.4018/978-1-5225-2662-9.ch011

EID: 2-s2.0-85027497394

Source:Zillur Rahman via Scopus - Elsevier

Development of a scale to measure hotel brand experiences

International Journal of Contemporary Hospitality Management

2017 | journal-article

DOI: 10.1108/IJCHM-08-2015-0439

EID: 2-s2.0-85010058303

Source:Scopus - Elsevier

Information technology capability as competitive advantage in emerging markets: Evidence from India

International Journal of Emerging Markets

2017 | journal-article

DOI: 10.1108/IJoEM-07-2015-0127

EID: 2-s2.0-85024878804

Source:Zillur Rahman via Scopus - Elsevier

Investigating the determinants of consumers' sustainable purchase behaviour

Sustainable Production and Consumption

2017 | journal-article

DOI: 10.1016/j.spc.2017.02.002

EID: 2-s2.0-85016430829

Source:Scopus - Elsevier

Investigating the influence of information technology capability on risk and returns: A firm-level empirical analysis

International Journal of Business Excellence

2017 | journal-article

DOI: 10.1504/IJBEX.2017.085797

EID: 2-s2.0-85027394817

Source:Zillur Rahman via Scopus - Elsevier

Investigating the influence of IT capability on sustainable competitive advantage

Ph.D. Thesis (IIT Roorkee) Bharat Arora

2017 | other

Source:Zillur Rahman

Market orientation, marketing capabilities and sustainable innovation: The mediating role of sustainable consumption and competitive advantage

Management Research Review

2017 | journal-article

DOI: 10.1108/MRR-09-2014-0225

EID: 2-s2.0-85023638138

Source:Scopus - Elsevier

Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation

Telematics and Informatics

2017 | journal-article

DOI: 10.1016/j.tele.2017.06.001

EID: 2-s2.0-85020454884

Source:Zillur Rahman via Scopus - Elsevier

Measuring customer social participation in online travel communities: Scale development and validation

Journal of Hospitality and Tourism Technology

2017 | journal-article

DOI: 10.1108/JHTT-08-2016-0041

EID: 2-s2.0-85037658622

Source:Zillur Rahman via Scopus - Elsevier

Modeling the barriers of Indian telecom services using ISM and MICMAC approach

Journal of Asia Business Studies

2017 | journal-article

DOI: 10.1108/JABS-11-2015-0196

EID: 2-s2.0-85019926329

Source:Zillur Rahman via Scopus - Elsevier

Personality factors as predictors of online consumer engagement: an empirical investigation

Marketing Intelligence and Planning

2017 | journal-article

DOI: 10.1108/MIP-10-2016-0193

EID: 2-s2.0-85019041076

Source:Zillur Rahman via Scopus - Elsevier

Social media marketing: Literature review and future research directions

International Journal of Business Information Systems

2017 | journal-article

DOI: 10.1504/IJBIS.2017.10004406

EID: 2-s2.0-85018436125

Source:Zillur Rahman via Scopus - Elsevier

Social media usage and firm performance: the mediating role of social capital

Social Network Analysis and Mining

2017 | journal-article

DOI: 10.1007/s13278-017-0468-8

EID: 2-s2.0-85035319774

Source:Zillur Rahman via Scopus - Elsevier

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- review activity for **Asia Pacific journal of marketing and logistics. (1)**
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