

# Manish Das, MMM, Phd

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Current affiliation:

- Tripura University from 2008 until present

## Publications

### PUBLICATION METRICS

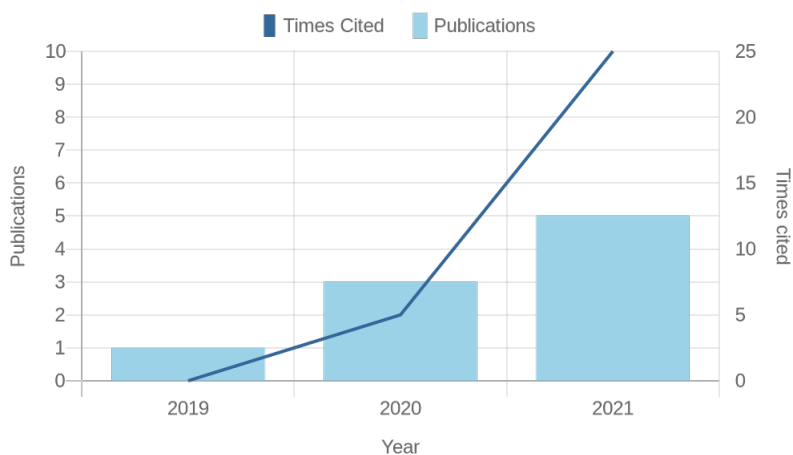
For manuscripts published from date range January 2019 - July 2021

CITATIONS	H-INDEX	PUBLICATIONS	WEB OF SCIENCE PUBLICATIONS
30	3	9	9

For all time

CITATIONS	H-INDEX	PUBLICATIONS	WEB OF SCIENCE PUBLICATIONS
30	3	9	9

### PUBLICATION IMPACT OVER TIME



### PUBLISHING SUMMARY

For manuscripts published from date range January 2019 - July 2021

(5) Journal of Retailing and Consumer Ser... **WOS**

(1) IIM Kozhikode Society & Management ... **WOS**

(1) Journal of Marketing Management

WOS

(1) Journal of Product & Brand Manageme...

WOS

(1) International Journal of Consumer Stud...

WOS

## MANUSCRIPTS PUBLISHED (9)

From date range January 2019 - July 2021

TIMES CITED  
(ALL TIME)

Inspired and engaged: Decoding MASSTIGE value in engagement

Published: Jul 2021 in International Journal of Consumer Studies

DOI: 10.1111/IJCS.12726

0

Bandwagon vs snob luxuries: Targeting consumers based on uniqueness dominance

Published: Jul 2021 in Journal of Retailing and Consumer Services

DOI: 10.1016/J.JRETCONSER.2021.102582

1

"Standing out" and "fitting in": understanding inspiration value of masstige in an emerging market context

Published: Jun 2021 in Journal of Product & Brand Management

DOI: 10.1108/JPBM-12-2020-3260

1

Uniqueness and luxury: A moderated mediation approach

Published: May 2021 in Journal of Retailing and Consumer Services

DOI: 10.1016/J.JRETCONSER.2021.102477

1

Understanding on-the-go consumption: A retail mix perspective

Published: Jan 2021 in Journal of Retailing and Consumer Services

DOI: 10.1016/J.JRETCONSER.2020.102327

0

Acculturation and apparel store loyalty among immigrants in Western countries

Published: Nov 2020 in Journal of Marketing Management

DOI: 10.1080/0267257X.2020.1833963

3

Impact of acculturation to western culture (AWC) on western fashion luxury consumption among Gen-Y consumers in the Asia-Pacific region

Published: Sep 2020 in Journal of Retailing and Consumer Services

DOI: 10.1016/J.JRETCONSER.2020.102179

8

How self-construal drives intention for status consumption: A moderated mediated mechanism

Published: Jul 2020 in Journal of Retailing and Consumer Services

DOI: 10.1016/J.JRETCONSER.2020.102065

11

Cosmopolitanism, Materialism, Consumer Ethnocentrism and Consumer Behaviour: Evidence from Aboriginal Tripuri Tribe of India

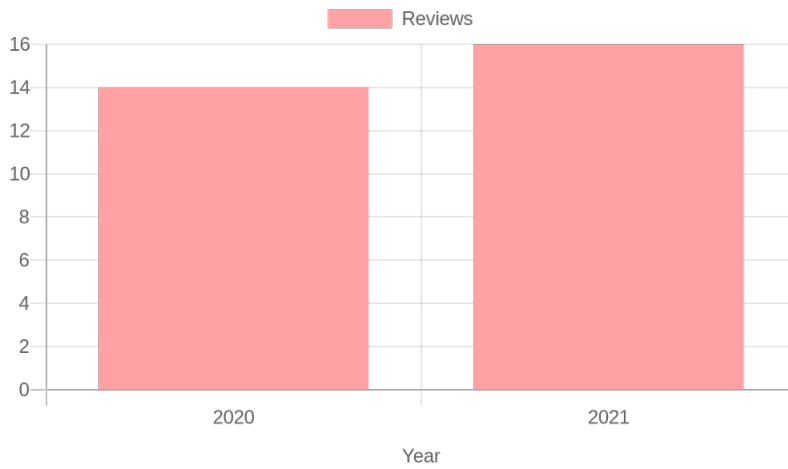
Published: Jul 2019 in IIM Kozhikode Society & Management Review

DOI: 10.1177/2277975218809207

5

Verified reviews

## REVIEW SUMMARY



## REVIEWER SUMMARY

For manuscripts reviewed from date range January 2019 - July 2021

(8) Journal of Retailing and Consumer Ser... <b>WOS</b>	(5) Management and Labour Studies
(5) Asia-Pacific Journal of Business Admini... <b>WOS</b>	(3) Journal of Strategic Marketing <b>WOS</b>
(2) Indian Journal of Corporate Governance	(1) Journal of Business Research <b>WOS</b>
(1) Journal of Product & Brand Managemen... <b>WOS</b>	(1) Journal of Consumer Behaviour <b>WOS</b>
(1) International Journal of Retail and Distri... <b>WOS</b>	(1) South Asian Journal of Management
(1) Psychology & Marketing <b>WOS</b>	(1) FIIB Business Review

## 30 REVIEWS OF 25 MANUSCRIPTS

From date range January 2019 - July 2021

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Reviewed: Jul 2021 for Journal of Business Research

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Reviewed: Jun 2021 for Journal of Product & Brand Management

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Reviewed: Jun 2021 for Journal of Retailing and Consumer Services

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Reviewed: Jun 2021 for Journal of Consumer Behaviour

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Reviewed: Jun 2021 for International Journal of Retail and Distribution Management

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Reviewed: May 2021 for Management and Labour Studies

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2 rounds from Apr 2021 to May 2021 for Journal of Retailing and Consumer Services

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Reviewed: May 2021 for Indian Journal of Corporate Governance

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3 rounds from Nov 2020 to Apr 2021 for Journal of Retailing and Consumer Services

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Reviewed: Apr 2021 for Management and Labour Studies

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Reviewed: Feb 2021 for Management and Labour Studies

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Reviewed: Jan 2021 for South Asian Journal of Management

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Reviewed: Jan 2021 for Journal of Retailing and Consumer Services

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Reviewed: Jan 2021 for Asia-Pacific Journal of Business Administration

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Reviewed: Dec 2020 for Asia-Pacific Journal of Business Administration

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Reviewed: Nov 2020 for Asia-Pacific Journal of Business Administration

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Reviewed: Oct 2020 for Asia-Pacific Journal of Business Administration

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3 rounds from Aug 2020 to Dec 2020 for Journal of Strategic Marketing

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Reviewed: Dec 2020 for Asia-Pacific Journal of Business Administration

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Reviewed: Nov 2020 for Management and Labour Studies

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Reviewed: Sep 2020 for Journal of Retailing and Consumer Services

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Reviewed: Aug 2020 for Management and Labour Studies

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Reviewed: Jul 2020 for Indian Journal of Corporate Governance

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Reviewed: May 2020 for Psychology & Marketing

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Reviewed: Jan 2020 for FIIB Business Review

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