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## **Research outputs**

Navigating Loyalty and Trust in the Skies: The Mediating Role of Customer Satisfaction and Image for Sustainable Airlines  
Chatterjee, R. S., Khan, K., Hameed, I., Zainab, B. & Tzhe, A. X., 12 Sept 2024, In: Sustainable Futures.

Cognitive and affective appraisal of online impulse buying: a multi-mediation approach  
Chatterjee, R. S., Hameed, I. & Cham, T. H., 8 Jul 2024, In: Journal of Marketing Analytics.

Exploring the relationship between student green engagement and entrepreneurial behavior: a serial mediation approach  
Chatterjee, R. S., Khan, N. R., Hameed, I. & Waris, I., 16 Apr 2024, In: Global Knowledge, Memory and Communication.

### **What's Stopping You from Migrating to Mobile Tourism Shopping?**

Chatterjee, R. S., Ooi, K. B., Tan, G. W., Lo, P. S., Wan, S. M. & Cham, L. N., 14 Dec 2021, In: Journal of Computer Information Systems. 62, 6

### **The influence of brand image for the online direct selling of a Malaysian micro-enterprise cosmetic brand: the mediating role of brand awareness**

Chatterjee, R. S., Seduram, L., Kwang, T. S., Choon, C. Y. & Al Mamun, A., 12 Oct 2021, In: International Journal of Internet Marketing and Advertising. 15, 5-6