

Stéphane Ganassali

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10653602/publications.pdf>

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5
papers

44
citations

1937685

4
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

12
citing authors

#	ARTICLE	IF	CITATIONS
1	Echoing the golden legends: storytelling archetypes and their impact on brand perceived value. <i>Journal of Marketing Management</i> , 2021, 37, 437-463.	2.3	19
2	Faire parler les mots : vers un cadre méthodologique pour l'analyse thématique des réponses aux questions ouvertes. <i>Decisions Marketing</i> , 2008, 51, 55-67.	0.3	9
3	Assessing visual survey protocols to capture brand-related emotional insights. <i>Qualitative Market Research</i> , 2018, 21, 2-17.	1.5	8
4	Presenting online multi-image elicitation: The contributions of a hybrid protocol. <i>Recherche Et Applications En Marketing</i> , 2016, 31, 65-82.	0.5	6
5	Status of brands in children's consumption: What letters to Santa posted on La Poste website tell us. <i>Psychology and Marketing</i> , 2019, 36, 5-14.	8.2	2