

# 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 | 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         |
| 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 | 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         |