

Jean-François Lemoine

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10891187/publications.pdf>

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7
papers

375
citations

1478505

6
h-index

1588992

8
g-index

8
all docs

8
docs citations

8
times ranked

339
citing authors

#	ARTICLE	IF	CITATIONS
1	Les conseillers virtuels anthropomorphes et les réactions des internautes : une expérimentation portant sur la voix du conseiller. Recherche Et Applications En Marketing, 2019, 34, 29-49.	0.5	13
2	Anthropomorphic virtual assistants and the reactions of Internet users: An experiment on the assistant's voice. Recherche Et Applications En Marketing, 2019, 34, 28-47.	0.5	50
3	Store artification and retail performance. Journal of Marketing Management, 2019, 35, 634-661.	2.3	18
4	Opportunities and risks of combining shopping experience and artistic elements in the same store: a contribution to the magical functions of the point of sale. Journal of Marketing Management, 2016, 32, 944-964.	2.3	32
5	The Impact of Culture on Creativity. Administrative Science Quarterly, 2015, 60, 189-227.	6.9	237
6	From the dichotomous paradigm of the shopping experience to the ubiquitous paradigm. Recherche Et Applications En Marketing, 2013, 28, 3-13.	0.5	6
7	L'atmosphère du point de vente comme variable stratégique commerciale : bilan et perspectives. Decisions Marketing, 2005, 39, 79-82.	0.3	17