

# Cristina Ziliani

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10988051/publications.pdf>

Version: 2024-02-01

6  
papers

123  
citations

1937685

4  
h-index

1872680

6  
g-index

6  
all docs

6  
docs citations

6  
times ranked

109  
citing authors

#	ARTICLE	IF	CITATIONS
1	Mapping touchpoint exposure in retailing. International Journal of Retail and Distribution Management, 2018, 46, 304-322.	4.7	53
2	Understanding complaint channel usage in multichannel retailing. Journal of Retailing and Consumer Services, 2019, 47, 94-103.	9.4	26
3	Retail shopper marketing: the future of promotional flyers. International Journal of Retail and Distribution Management, 2015, 43, 488-502.	4.7	24
4	Online versus Offline Promotional Communication. Journal of Advertising Research, 2018, 58, 338-348.	2.1	12
5	Complaint behaviour in multichannel retailing: a cross-stage approach. International Journal of Retail and Distribution Management, 2021, ahead-of-print, .	4.7	5
6	I read, therefore I buy? Analyzing the impact of flyer distribution and readership on purchase behaviour. Journal of Retailing and Consumer Services, 2022, 64, 102725.	9.4	3