

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