

Peggy Sue LoroZ

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11045161/publications.pdf>

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2
papers

44
citations

2682572

2
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

47
citing authors

#	ARTICLE	IF	CITATIONS
1	Boomers and their Babies: An Exploratory Study Comparing Psychological Profiles and Advertising Appeal Effectiveness Across Two Generations. <i>Journal of Marketing Theory and Practice</i> , 2013, 21, 289-306.	4.3	36
2	Casino Gambling and Aging Consumers: Overcoming Barriers and Reaping the Benefits of Experiential Leisure Consumption. <i>Journal of Hospitality Marketing and Management</i> , 2004, 11, 115-138.	0.4	8