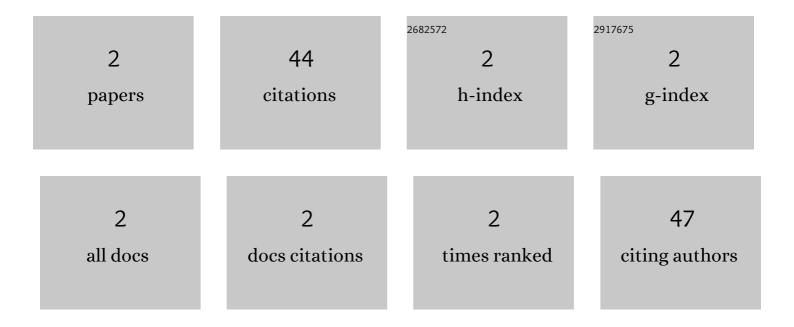
Peggy Sue Loroz

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11045161/publications.pdf Version: 2024-02-01



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