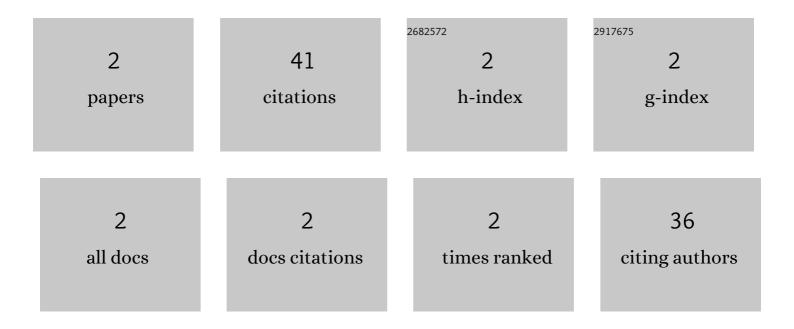
Mr Anusree

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11263635/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Effects of cognition demand, mode of interactivity and brand anthropomorphism on gamers' brand attention and memory in advergames. Computers in Human Behavior, 2017, 70, 575-588.	8.5	23
2	Does game rules work as a game changer? Analyzing the effect of rule orientation on brand attention and memory in advergames. Computers in Human Behavior, 2018, 81, 325-339	8.5	18

and memory in advergames. Computers in Human Behavior, 2018, 81, 325-339. 2