

Mr Anusree

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11263635/publications.pdf>

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2
papers

41
citations

2682572

2
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2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

36
citing authors

#	ARTICLE	IF	CITATIONS
1	Effects of cognition demand, mode of interactivity and brand anthropomorphism on gamers's™ brand attention and memory in advergaming. 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 advergaming. Computers in Human Behavior, 2018, 81, 325-339.	8.5	18