

# Mr Anusree

## List of Publications by Year in descending order

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

Version: 2024-02-01

2  
papers

41  
citations

2682572

2  
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2917675

2  
g-index

2  
all docs

2  
docs citations

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times ranked

36  
citing authors

#	ARTICLE	IF	CITATIONS
1	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
2	Effects of cognition demand, mode of interactivity and brand anthropomorphism on gamersâ€™ brand attention and memory in advergames. Computers in Human Behavior, 2017, 70, 575-588.	8.5	23