

Ludovica Cesareo

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11356315/publications.pdf>

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7
papers

220
citations

1478505

6
h-index

1720034

7
g-index

8
all docs

8
docs citations

8
times ranked

208
citing authors

#	ARTICLE	IF	CITATIONS
1	Resolving the jeopardies of consumer demand: Revisiting demarketing concepts. Business Horizons, 2019, 62, 663-677.	5.2	11
2	Pop-ups, Ephemerality, and Consumer Experience: The Centrality of Buzz. Journal of the Association for Consumer Research, 2018, 3, 425-439.	1.7	20
3	Film marketing opportunities for the well-known tourist destination. Place Branding and Public Diplomacy, 2017, 13, 107-118.	1.7	10
4	Fake and pirated: do consumers care?. Journal of Business Strategy, 2017, 38, 11-19.	1.6	6
5	Information dissemination via electronic word-of-mouth: Good news travels fast, bad news travels faster!. Computers in Human Behavior, 2015, 45, 273-280.	8.5	129
6	United we stand, divided we fall: How firms can engage consumers in their fight against counterfeits. Business Horizons, 2015, 58, 527-537.	5.2	27
7	Destination image differences between first-time and return visitors: An exploratory study on the city of Rome. Tourism and Hospitality Research, 2014, 14, 197-205.	3.8	17