

Anthony Grimes

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11512233/publications.pdf>

Version: 2024-02-01

5
papers

164
citations

1684188

5
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

169
citing authors

#	ARTICLE	IF	CITATIONS
1	Exploring the Relationships Between Colour and International Branding: A Cross Cultural Comparison of the UK and Taiwan. <i>Journal of Marketing Management</i> , 1998, 14, 799-817.	2.3	43
2	Researching Mere Exposure Effects to Advertising - Theoretical Foundations and Methodological Implications. <i>International Journal of Market Research</i> , 2007, 49, 191-219.	3.8	43
3	Memory Enhances the Mere Exposure Effect. <i>Psychology and Marketing</i> , 2012, 29, 995-1003.	8.2	37
4	Towards an integrated model of low attention advertising effects. <i>European Journal of Marketing</i> , 2008, 42, 69-86.	2.9	29
5	Impact bias in student evaluations of higher education. <i>Studies in Higher Education</i> , 2017, 42, 945-962.	4.5	12