

Mark Avis

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11697820/publications.pdf>

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9
papers

164
citations

1307594

7
h-index

1474206

9
g-index

9
all docs

9
docs citations

9
times ranked

166
citing authors

#	ARTICLE	IF	CITATIONS
1	Brand Personality Factor Based Models: A Critical Review. Australasian Marketing Journal, 2012, 20, 89-96.	5.4	49
2	Brand relationship and personality theory. Marketing Theory, 2012, 12, 311-331.	3.1	32
3	The brand personality of rocks. Marketing Theory, 2014, 14, 451-475.	3.1	28
4	Is digital advertising effective under conditions of low attention?. Journal of Marketing Management, 2020, 36, 1707-1730.	2.3	18
5	Intertwined. Journal of Historical Research in Marketing, 2015, 7, 208-231.	0.4	14
6	Construct creation from research questions. European Journal of Marketing, 2020, 54, 1817-1838.	2.9	8
7	If you think about it more, do you want it more? The case of fairtrade. European Journal of Marketing, 2019, 53, 2556-2581.	2.9	7
8	A solution to the problem of brand definition. European Journal of Marketing, 2022, 56, 351-374.	2.9	4
9	Mind the attention gap: how does digital advertising impact choice under low attention?. European Journal of Marketing, 2022, 56, 442-466.	2.9	4