

# Mark Avis

## List of Publications by Year in descending order

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

Version: 2024-02-01

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