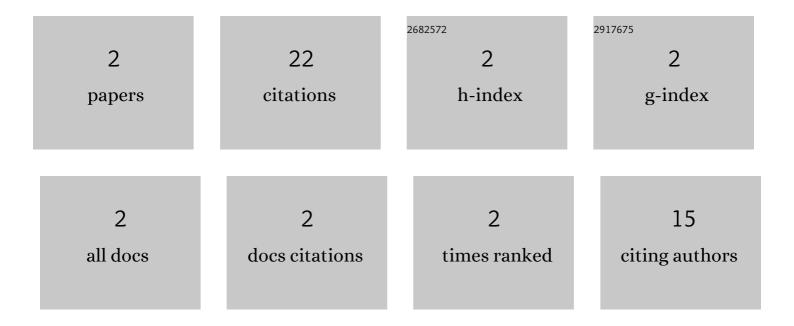
Irene Santoso

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11922929/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	ls digital advertising effective under conditions of low attention?. Journal of Marketing Management, 2020, 36, 1707-1730.	2.3	18
2	Mind the attention gap: how does digital advertising impact choice under low attention?. European Journal of Marketing, 2022, 56, 442-466.	2.9	4