

# Irene Santoso

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11922929/publications.pdf>

Version: 2024-02-01

2  
papers

22  
citations

2682572

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2917675

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all docs

2  
docs citations

2  
times ranked

15  
citing authors

| # | ARTICLE  | IF  | CITATIONS |
|---|--|-----|-----------|
| 1 | Is 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         |