

# 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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2  
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docs citations

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times ranked

15  
citing authors

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