

# Rob Le Pair

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12099161/publications.pdf>

Version: 2024-02-01

3  
papers

130  
citations

2258059

3  
h-index

2550090

3  
g-index

3  
all docs

3  
docs citations

3  
times ranked

107  
citing authors

#	ARTICLE	IF	CITATIONS
1	The impact of perceived complexity, deviation and comprehension on the appreciation of visual metaphor in advertising across three European countries. <i>Journal of Pragmatics</i> , 2010, 42, 3418-3430.	1.5	96
2	The Influence of High-/Low-Context Culture on Perceived Ad Complexity and Liking. <i>Journal of Global Marketing</i> , 2017, 30, 228-237.	3.4	26
3	Style Congruency and Persuasion: A Cross-cultural Study Into the Influence of Differences in Style Dimensions on the Persuasiveness of Business Newsletters in Great Britain and the Netherlands. <i>IEEE Transactions on Professional Communication</i> , 2012, 55, 122-141.	0.8	8