

Rob Le Pair

List of Publications by Year in descending order

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

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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 Influence of High-/Low-Context Culture on Perceived Ad Complexity and Liking. Journal of Global Marketing, 2017, 30, 228-237.	3.4	26
2	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. IEEE Transactions on Professional Communication, 2012, 55, 122-141.	0.8	8
3	The impact of perceived complexity, deviation and comprehension on the appreciation of visual metaphor in advertising across three European countries. Journal of Pragmatics, 2010, 42, 3418-3430.	1.5	96