

Patrizia Cherubino

List of Publications by Year in descending order

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Version: 2024-02-01

36
papers

704
citations

623188

14
h-index

580395

25
g-index

45
all docs

45
docs citations

45
times ranked

430
citing authors

#	ARTICLE	IF	CITATIONS
1	Neurophysiological Tools to Investigate Consumer's Gender Differences during the Observation of TV Commercials. <i>Computational and Mathematical Methods in Medicine</i> , 2014, 2014, 1-12.	0.7	91
2	Consumer Behaviour through the Eyes of Neurophysiological Measures: State-of-the-Art and Future Trends. <i>Computational Intelligence and Neuroscience</i> , 2019, 2019, 1-41.	1.1	91
3	How to Measure Cerebral Correlates of Emotions in Marketing Relevant Tasks. <i>Cognitive Computation</i> , 2014, 6, 856-871.	3.6	67
4	Electroencephalographic, Heart Rate, and Galvanic Skin Response Assessment for an Advertising Perception Study: Application to Antismoking Public Service Announcements. <i>Journal of Visualized Experiments</i> , 2017, , .	0.2	49
5	Attachment styles moderate customer responses to frontline service robots: Evidence from affective, attitudinal, and behavioral measures. <i>Psychology and Marketing</i> , 2021, 38, 881-895.	4.6	42
6	Gender and Age Related Effects While Watching TV Advertisements: An EEG Study. <i>Computational Intelligence and Neuroscience</i> , 2016, 2016, 1-10.	1.1	37
7	Investigation of the effect of EEG-BCI on the simultaneous execution of flight simulation and attentional tasks. <i>Medical and Biological Engineering and Computing</i> , 2016, 54, 1503-1513.	1.6	37
8	Neurophysiological Responses to Different Product Experiences. <i>Computational Intelligence and Neuroscience</i> , 2018, 2018, 1-10.	1.1	34
9	Neuroelectrical Brain Imaging Tools for the Study of the Efficacy of TV Advertising Stimuli and their Application to Neuromarketing. <i>Biosystems and Biorobotics</i> , 2013, , .	0.2	30
10	Neurophysiological Measures of the Perception of Antismoking Public Service Announcements Among Young Population. <i>Frontiers in Human Neuroscience</i> , 2018, 12, 231.	1.0	30
11	The Sample Size Matters: To What Extent the Participant Reduction Affects the Outcomes of a Neuroscientific Research. A Case-Study in Neuromarketing Field. <i>Sensors</i> , 2021, 21, 6088.	2.1	28
12	EEG Frontal Asymmetry Related to Pleasantness of Olfactory Stimuli in Young Subjects. <i>Springer Proceedings in Business and Economics</i> , 2016, , 373-381.	0.3	25
13	Neuroelectrical Indexes for the Study of the Efficacy of TV Advertising Stimuli. <i>Springer Proceedings in Business and Economics</i> , 2016, , 355-371.	0.3	18
14	Enhance of theta EEG spectral activity related to the memorization of commercial advertisings in Chinese and Italian subjects. , 2011, , .		16
15	Antismoking Campaigns's Perception and Gender Differences: A Comparison among EEG Indices. <i>Computational Intelligence and Neuroscience</i> , 2019, 2019, 1-9.	1.1	16
16	Assessing Cerebral and Emotional Activity During the Purchase of Fruit and Vegetable Products in the Supermarkets. <i>Springer Proceedings in Business and Economics</i> , 2017, , 293-307.	0.3	11
17	Forefront Users's Experience Evaluation by Employing Together Virtual Reality and Electroencephalography: A Case Study on Cognitive Effects of Scents. <i>Brain Sciences</i> , 2021, 11, 256.	1.1	11
18	Message framing, non-conscious perception and effectiveness in non-profit advertising. Contribution by neuromarketing research. <i>International Review on Public and Nonprofit Marketing</i> , 2022, 19, 53-75.	1.3	10

#	ARTICLE	IF	CITATIONS
19	Cross-cultural analysis of neuroelectrical cognitive and emotional variables during the appreciation of TV commercials. <i>Neuropsychological Trends (discontinued)</i> , 2014, , 23-29.	0.4	10
20	NeuroDante: Poetry Mentally Engages More Experts but Moves More Non-Experts, and for Both the Cerebral Approach Tendency Goes Hand in Hand with the Cerebral Effort. <i>Brain Sciences</i> , 2021, 11, 281.	1.1	6
21	Smoke signals: A study of the neurophysiological reaction of smokers and non-smokers to smoking cues inserted into antismoking public service announcements. <i>International Journal of Psychophysiology</i> , 2021, 167, 22-29.	0.5	5
22	Measuring Cognitive and Emotional Processes in Retail. <i>Advances in E-Business Research Series</i> , 2015, , 76-92.	0.2	5
23	Marketing Meets Neuroscience. <i>Advances in Business Strategy and Competitive Advantage Book Series</i> , 2017, , 163-190.	0.2	5
24	The first impression is what matters: a neuroaesthetic study of the cerebral perception and appreciation of paintings by Titian. , 2015, 2015, 7990-3.		4
25	Transparency and Reliability in Neuromarketing Research. , 2017, , 101-111.		4
26	Neuroscientific Methods for Exploring User Perceptions While Dealing With Mobile Advertising: A Novel and Integrated Approach. <i>Frontiers in Neuroergonomics</i> , 2022, 3, .	0.6	4
27	A Neuroaesthetic Study of the Cerebral Perception and Appreciation of Paintings by Titian Using EEG and Eyetracker Measurements. <i>Lecture Notes in Computer Science</i> , 2015, , 21-32.	1.0	3
28	Methodology of a Typical "Neuromarketing" Experiment. , 2013, , 9-31.		2
29	Taste Responses to Chocolate Pudding with Different Sucrose Concentrations through Physiological and Explicit Self-Reported Measures. <i>Foods</i> , 2021, 10, 1527.	1.9	2
30	Wine Tasting: How Much Is the Contribution of the Olfaction?. <i>Springer Proceedings in Business and Economics</i> , 2018, , 199-209.	0.3	2
31	Measuring Neurophysiological Signals, Fixations and Self-report Data for Product Placement Effectiveness Assessment in Music Videos. <i>Springer Proceedings in Business and Economics</i> , 2020, , 251-263.	0.3	2
32	Measuring the Emotional and Cognitive Consumers'™ Responses During Interaction with Marketing Stimuli. <i>Contributions To Management Science</i> , 2021, , 137-164.	0.4	0
33	Neuromarketing. , 2022, , 739-745.		0
34	The Track of the Electric and the Magnetic Brain Activity. , 2013, , 33-44.		0
35	Marketing Meets Neuroscience. , 2018, , 391-412.		0
36	It Is a Matter of Heart: C-Level Executives Detect Their Heartbeat Better than Other Company Members Do. , 2018, , 47-60.		0