

Eric M Schwartz

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1315497/publications.pdf>

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1
papers

61
citations

3311381

1
h-index

3475538

1
g-index

1
all docs

1
docs citations

1
times ranked

61
citing authors

| # | ARTICLE | IF | CITATIONS |
|---|---|-----|-----------|
| 1 | Native Advertising in Online News: Trade-Offs Among Clicks, Brand Recognition, and Website Trustworthiness. <i>Journal of Marketing Research</i> , 2020, 57, 20-34. | 4.8 | 61 |