

Marcelo Gattermann Perin

List of Publications by Year in descending order

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44
papers

568
citations

687363

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all docs

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docs citations

44
times ranked

533
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumer buying motives and attitudes towards organic food in two emerging markets. <i>International Marketing Review</i> , 2015, 32, 389-413.	3.6	164
2	Corporate brand expressions in business-to-business companies' websites: Evidence from Brazil and India. <i>Industrial Marketing Management</i> , 2015, 51, 59-68.	6.7	37
3	Modeling antecedents of student loyalty in higher education. <i>Journal of Marketing for Higher Education</i> , 2012, 22, 101-116.	3.2	34
4	Students' trust, value and loyalty: evidence from higher education in Brazil. <i>Journal of Marketing for Higher Education</i> , 2012, 22, 83-100.	3.2	33
5	Marketing metrics: Insights from Brazilian managers. <i>Industrial Marketing Management</i> , 2011, 40, 8-16.	6.7	27
6	Gendered Experiences of Software Engineers During the COVID-19 Crisis. <i>IEEE Software</i> , 2021, 38, 38-44.	1.8	26
7	Intervenientes na transferência de tecnologia universidade-empresa: o caso PUCRS. <i>RAC: Revista De Administração Contemporânea</i> , 2012, 16, 59-78.	0.4	25
8	Pesquisa científica da área de marketing: uma revisão histórica. <i>RAC: Revista De Administração Contemporânea</i> , 2006, 10, 179-202.	0.4	21
9	Análise da qualidade dos artigos científicos da área de marketing no Brasil: as pesquisas survey na década de 90. <i>RAC: Revista De Administração Contemporânea</i> , 2000, 4, 201-219.	0.4	19
10	Impacto dos recursos da empresa na performance de inovação. <i>RAE Revista De Administração De Empresas</i> , 2007, 47, 1-13.	0.3	17
11	Pork consumption in Brazil: challenges and opportunities for the Brazilian pork production chain. <i>Journal on Chain and Network Science</i> , 2011, 11, 99-113.	1.6	14
12	Moderating Effects of Sales Promotion Types. <i>BAR - Brazilian Administration Review</i> , 2015, 12, 169-189.	0.8	14
13	Inventário de artigos científicos na área de marketing no Brasil. <i>RAC: Revista De Administração Contemporânea</i> , 2000, 4, 159-173.	0.4	13
14	Entrepreneurial capacities as antecedents of business performance in Brazilian firms. <i>Canadian Journal of Administrative Sciences</i> , 2014, 31, 90-103.	1.5	13
15	Effects of perceived retail crowding: a meta-analytic study. <i>International Review of Retail, Distribution and Consumer Research</i> , 2020, 30, 411-436.	2.0	12
16	Network Effects on Radical Innovation and Financial Performance: An Open-mindedness Approach. <i>BAR - Brazilian Administration Review</i> , 2016, 13, .	0.8	11
17	O impacto da orientação para o mercado e da orientação para aprendizagem sobre a inovação de produto: uma comparação entre a indústria eletroeletrônica e o setor de ensino universitário de administração. <i>RAC: Revista De Administração Contemporânea</i> , 2004, 8, 79-103.	0.4	10
18	Workplace learning strategies and professional competencies in innovation contexts in Brazilian hospitals. <i>BAR - Brazilian Administration Review</i> , 2013, 10, 121-134.	0.8	9

#	ARTICLE	IF	CITATIONS
19	Processo de aprendizagem organizacional e desempenho empresarial: o caso da indústria eletroeletrônica no Brasil. RAE Eletrônica, 2006, 5, .	0.1	8
20	Consumption of Eco-Innovative Food: How Values and Attitudes Drive Consumers' Purchase of Organics?. Revista Brasileira De Marketing, 2015, 14, 110-121.	0.2	8
21	Organizational Factors that Affect the University-Industry Technology Transfer Processes of a Private University. Journal of Technology Management and Innovation, 2012, 7, 104-117.	0.7	7
22	Non-monetary sales promotion effects on credit cards. Journal of Financial Services Marketing, 2017, 22, 3-13.	3.4	6
23	Retail crowding: meta-analysis of contextual and cultural moderators. Marketing Intelligence and Planning, 2022, 40, 57-71.	3.5	6
24	Re-Evaluation of the MARKOR Scale Dimensions in the Brazilian Context. Latin American Business Review, 2002, 3, 27-48.	1.3	5
25	Fatores visuais de design e sua influência nos valores de compra do consumidor. RAE Revista De Administracao De Empresas, 2009, 49, 373-386.	0.3	5
26	Loyalty's Antecedents: A Cross-Sector Study. Latin American Business Review, 2007, 8, 83-102.	1.3	4
27	A relação entre a intangibilidade, o risco percebido e o conhecimento. Revista De Ciências Da Administração: RCA, 0, , 31-53.	0.1	4
28	Pesquisa científica da área de marketing no Brasil: uma revisão da primeira década do século 21. RAC: Revista De Administração Contemporânea, 2012, 16, 459-478.	0.4	4
29	Consumers' values and attitudes and their relation to the consumption of pork products: a study from Q-PorkChains in Brazil. Journal on Chain and Network Science, 2012, 12, 41-54.	1.6	3
30	ANÁLISE DA QUALIDADE DOS ARTIGOS CIENTÍFICOS DA ÁREA DE MARKETING PUBLICADOS NO BRASIL: AS PESQUISAS SURVEY NA DÉCADA DE 2000. REAd: Revista Eletrônica De Administração, 2017, 23, 54-87.	0.2	1
31	The influence of advertisement repetition on price image in the context of higher education services. Journal of Revenue and Pricing Management, 2019, 18, 342-352.	1.1	1
32	The Impact of Management Development in the Organizational Performance from the Viewpoint of the Approach of Competencies. Brazilian Business Review, 2009, 6, 100-116.	0.4	1
33	A influência da Informação Nutricional em Alimentos e Bebidas na Intenção de Compra de Jovens Consumidores. Revista De Administração IMED, 2018, 8, 203.	0.1	1
34	O IMPACTO DO RELACIONAMENTO NO CONTEXTO DAS RELAÇÕES ENTRE AGÊNCIAS E CLIENTES: proposição e teste de um modelo. REBRAE - Revista Brasileira De Estratégia, 2008, 1, 119.	0.1	1
35	DETERMINANTS OF INNOVATIONS IN INFORMATION AND COMMUNICATION TECHNOLOGIES ADOPTED BY HOSPITALS. RAI: Revista De Administração E Inovação, 2012, 8, .	0.8	1
36	Patent Applications on Representative Sectors of Biotechnology in Brazil: an Analysis of the Last Decade. Journal of Technology Management and Innovation, 2013, 8, 15-16.	0.7	1

#	ARTICLE	IF	CITATIONS
37	Comportamento disfuncional do consumidor e táticas dos funcionários de serviços. Revista De Administração Da UFSM, 2019, 12, 302-316.	0.4	1
38	Customer orientation and financial performance relationship: the mediating role of innovative capability. Gestão & Produção, 2020, 27, .	0.5	1
39	Indicadores tecnológicos e organizacionais do Customer Relationship Management (CRM): relação entre firma desenvolvedora, firma usuária e preceitos teóricos. Perspectivas Em Ciencia Da Informacao, 2008, 13, 107-129.	0.1	0
40	A study on the geographical distribution of Brazil's prestigious software developers. Journal of Internet Services and Applications, 2015, 6, .	2.1	0
41	Learning Orientation and Radical Innovation as Antecedents of Business Performance. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 15-16.	0.2	0
42	Forms of Market Orientation in the Retail Apparel Industry in Brazil. SSRN Electronic Journal, 0, , .	0.4	0
43	Personalidade e lealdade: proposições de pesquisa com o modelo metateórico de motivação e personalidade DOI 10.5752/P.1984-6606.2009v9n19p102. E & G Economia E Gestão, 2009, 9, .	0.2	0
44	Tríplica - o que nos falta aprender?. RAC: Revista De Administração Contemporânea, 2012, 16, 489-492.	0.4	0