

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2000969/publications.pdf>

Version: 2024-02-01

1
papers

0
citations

1
all docs

1
docs citations

1
times ranked

0
citing authors

#	ARTICLE	IF	CITATIONS
1	The affect premium for brands: <sc>Brand“first</sc> versus <sc>attribute“first</sc> presentation of product information impacts willingness to pay. Journal of Consumer Behaviour, 0, , .	4.2	0