

# Malaika Brengman

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2327660/publications.pdf>

Version: 2024-02-01

25  
papers

1,148  
citations

471509

17  
h-index

580821

25  
g-index

26  
all docs

26  
docs citations

26  
times ranked

904  
citing authors

#	ARTICLE	IF	CITATIONS
1	When brands come to life: experimental research on the vividness effect of Virtual Reality in transformational marketing communications. <i>Virtual Reality</i> , 2017, 21, 177-191.	6.1	167
2	Escaping the crowd: An experimental study on the impact of a Virtual Reality experience in a shopping mall. <i>Computers in Human Behavior</i> , 2017, 77, 437-450.	8.5	150
3	The path-to-purchase is paved with digital opportunities: An inventory of shopper-oriented retail technologies. <i>Technological Forecasting and Social Change</i> , 2017, 124, 228-242.	11.6	130
4	Developing a typology of airport shoppers. <i>Tourism Management</i> , 2004, 25, 615-622.	9.8	123
5	The Impact of In-Store Greenery on Customers. <i>Psychology and Marketing</i> , 2012, 29, 807-821.	8.2	65
6	Can't touch this: the impact of augmented reality versus touch and non-touch interfaces on perceived ownership. <i>Virtual Reality</i> , 2019, 23, 269-280.	6.1	56
7	Leveraging advertising to a higher dimension: experimental research on the impact of virtual reality on brand personality impressions. <i>Virtual Reality</i> , 2019, 23, 235-253.	6.1	46
8	From Armani to Zara: Impression formation based on fashion store patronage. <i>Journal of Business Research</i> , 2012, 65, 1487-1494.	10.2	45
9	A motivation-based typology of social virtual world users. <i>Computers in Human Behavior</i> , 2014, 33, 330-338.	8.5	45
10	From stopping to shopping: An observational study comparing a humanoid service robot with a tablet service kiosk to attract and convert shoppers. <i>Journal of Business Research</i> , 2021, 134, 263-274.	10.2	44
11	Meat in the post-truth era: Mass media discourses on health and disease in the attention economy. <i>Appetite</i> , 2018, 125, 345-355.	3.7	39
12	In-store proximity marketing: experimenting with digital point-of-sales communication. <i>International Journal of Retail and Distribution Management</i> , 2017, 45, 910-927.	4.7	34
13	Touching the void. <i>International Journal of Retail and Distribution Management</i> , 2017, 45, 892-909.	4.7	33
14	In-store location-based marketing with beacons: from inflated expectations to smart use in retailing. <i>Journal of Marketing Management</i> , 2019, 35, 1514-1541.	2.3	32
15	The influence of advertising on compulsive buying – The role of persuasion knowledge. <i>Journal of Behavioral Addictions</i> , 2014, 3, 65-73.	3.7	29
16	Virtual worlds: A gateway for SMEs toward internationalization. <i>Journal of Brand Management</i> , 2011, 19, 72-90.	3.5	26
17	An examination of trust assurances adopted by top internet retailers: unveiling some critical determinants. <i>Electronic Commerce Research</i> , 2014, 14, 459-496.	5.0	21
18	Customer Engagement in Multi-Sensory Virtual Reality Advertising: The Effect of Sound and Scent Congruence. <i>Frontiers in Psychology</i> , 2022, 13, 747456.	2.1	14

#	ARTICLE	IF	CITATIONS
19	How do consumers process digital display ads in-store? The effect of location, content, and goal relevance. <i>Journal of Retailing and Consumer Services</i> , 2020, 56, 102177.	9.4	10
20	The Rise of Service Robots in Retailing: Literature Review on Success Factors and Pitfalls. , 2020, , 15-35.		10
21	How COVID-19 Could Accelerate the Adoption of New Retail Technologies and Enhance the (E-)Servicescape. <i>The ICT and Evolution of Work</i> , 2021, , 103-134.	1.8	9
22	Assessing levels of traditionality and naturalness depicted on labels of fermented meat products in the retail: Exploring relations with price, quality and branding strategy. <i>Meat Science</i> , 2021, 181, 108607.	5.5	7
23	Fashion store personality: Scale development and relation to self-congruity theory, a retrospective commentary. <i>Journal of Global Fashion Marketing</i> , 2019, 10, 286-303.	3.7	5
24	How customers motive attributions impact intentions to use an interactive kiosk in-store. <i>Journal of Retailing and Consumer Services</i> , 2022, 66, 102918.	9.4	5
25	Is it the cow that sells the steak, or the sizzle? Using animal images to sell meat in mid-nineteenth-century Belgium. <i>Food, Culture &amp; Society</i> , 2023, 26, 145-166.	1.1	2