

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

535685

17
h-index

651938

25
g-index

26
all docs

26
docs citations

26
times ranked

1018
citing authors

#	ARTICLE	IF	CITATIONS
1	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 & Society</i> , 2023, 26, 145-166.	0.6	2
2	How customers motive attributions impact intentions to use an interactive kiosk in-store. <i>Journal of Retailing and Consumer Services</i> , 2022, 66, 102918.	5.3	5
3	Customer Engagement in Multi-Sensory Virtual Reality Advertising: The Effect of Sound and Scent Congruence. <i>Frontiers in Psychology</i> , 2022, 13, 747456.	1.1	14
4	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.	5.8	44
5	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.	2.7	7
6	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
7	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.	5.3	10
8	The Rise of Service Robots in Retailing: Literature Review on Success Factors and Pitfalls. , 2020, , 15-35.		10
9	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.	4.1	46
10	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.	2.4	5
11	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.	1.2	32
12	Canâ€™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.	4.1	56
13	Meat in the post-truth era: Mass media discourses on health and disease in the attention economy. <i>Appetite</i> , 2018, 125, 345-355.	1.8	39
14	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.	4.1	167
15	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.	5.1	150
16	Touching the void. <i>International Journal of Retail and Distribution Management</i> , 2017, 45, 892-909.	2.7	33
17	In-store proximity marketing: experimenting with digital point-of-sales communication. <i>International Journal of Retail and Distribution Management</i> , 2017, 45, 910-927.	2.7	34
18	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.	6.2	130

#	ARTICLE	IF	CITATIONS
19	A motivation-based typology of social virtual world users. <i>Computers in Human Behavior</i> , 2014, 33, 330-338.	5.1	45
20	An examination of trust assurances adopted by top internet retailers: unveiling some critical determinants. <i>Electronic Commerce Research</i> , 2014, 14, 459-496.	3.0	21
21	The influence of advertising on compulsive buying – The role of persuasion knowledge. <i>Journal of Behavioral Addictions</i> , 2014, 3, 65-73.	1.9	29
22	The Impact of In-Store Greenery on Customers. <i>Psychology and Marketing</i> , 2012, 29, 807-821.	4.6	65
23	From Armani to Zara: Impression formation based on fashion store patronage. <i>Journal of Business Research</i> , 2012, 65, 1487-1494.	5.8	45
24	Virtual worlds: A gateway for SMEs toward internationalization. <i>Journal of Brand Management</i> , 2011, 19, 72-90.	2.0	26
25	Developing a typology of airport shoppers. <i>Tourism Management</i> , 2004, 25, 615-622.	5.8	123