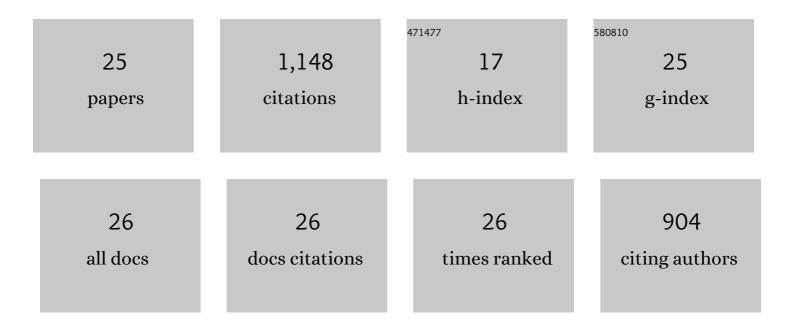
Malaika Brengman

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/2327660/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	ls it the cow that sells the steak, or the sizzle? Using animal images to sell meat in mid-nineteenth-century Belgium. Food, Culture & Society, 2023, 26, 145-166.	1.1	2
2	How customers motive attributions impact intentions to use an interactive kiosk in-store. Journal of Retailing and Consumer Services, 2022, 66, 102918.	9.4	5
3	Customer Engagement in Multi-Sensory Virtual Reality Advertising: The Effect of Sound and Scent Congruence. Frontiers in Psychology, 2022, 13, 747456.	2.1	14
4	From stopping to shopping: An observational study comparing a humanoid service robot with a tablet service kiosk to attract and convert shoppers. Journal of Business Research, 2021, 134, 263-274.	10.2	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. Meat Science, 2021, 181, 108607.	5.5	7
6	How COVID-19 Could Accelerate the Adoption of New Retail Technologies and Enhance the (E-)Servicescape. The ICT and Evolution of Work, 2021, , 103-134.	1.8	9
7	How do consumers process digital display ads in-store? The effect of location, content, and goal relevance. Journal of Retailing and Consumer Services, 2020, 56, 102177.	9.4	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. Virtual Reality, 2019, 23, 235-253.	6.1	46
10	Fashion store personality: Scale development and relation to self-congruity theory, a retrospective commentary. Journal of Global Fashion Marketing, 2019, 10, 286-303.	3.7	5
11	In-store location-based marketing with beacons: from inflated expectations to smart use in retailing. Journal of Marketing Management, 2019, 35, 1514-1541.	2.3	32
12	Can't touch this: the impact of augmented reality versus touch and non-touch interfaces on perceived ownership. Virtual Reality, 2019, 23, 269-280.	6.1	56
13	Meat in the post-truth era: Mass media discourses on health and disease in the attention economy. Appetite, 2018, 125, 345-355.	3.7	39
14	When brands come to life: experimental research on the vividness effect of Virtual Reality in transformational marketing communications. Virtual Reality, 2017, 21, 177-191.	6.1	167
15	Escaping the crowd: An experimental study on the impact of a Virtual Reality experience in a shopping mall. Computers in Human Behavior, 2017, 77, 437-450.	8.5	150
16	Touching the void. International Journal of Retail and Distribution Management, 2017, 45, 892-909.	4.7	33
17	In-store proximity marketing: experimenting with digital point-of-sales communication. International Journal of Retail and Distribution Management, 2017, 45, 910-927.	4.7	34
18	The path-to-purchase is paved with digital opportunities: An inventory of shopper-oriented retail technologies. Technological Forecasting and Social Change, 2017, 124, 228-242.	11.6	130

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#	Article	IF	CITATIONS
19	A motivation-based typology of social virtual world users. Computers in Human Behavior, 2014, 33, 330-338.	8.5	45
20	An examination of trust assurances adopted by top internet retailers: unveiling some critical determinants. Electronic Commerce Research, 2014, 14, 459-496.	5.0	21
21	The influence of advertising on compulsive buying — The role of persuasion knowledge. Journal of Behavioral Addictions, 2014, 3, 65-73.	3.7	29
22	The Impact of In tore Greenery on Customers. Psychology and Marketing, 2012, 29, 807-821.	8.2	65
23	From Armani to Zara: Impression formation based on fashion store patronage. Journal of Business Research, 2012, 65, 1487-1494.	10.2	45
24	Virtual worlds: A gateway for SMEs toward internationalization. Journal of Brand Management, 2011, 19, 72-90.	3.5	26
25	Developing a typology of airport shoppers. Tourism Management, 2004, 25, 615-622.	9.8	123