

Suzanne C Makarem

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2334574/publications.pdf>

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8
papers

241
citations

1478505

6
h-index

1588992

8
g-index

8
all docs

8
docs citations

8
times ranked

253
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumer Boycott Behavior: An Exploratory Analysis of Twitter Feeds. <i>Journal of Consumer Affairs</i> , 2016, 50, 193-223.	2.3	80
2	Consumer responses to functional, aesthetic and symbolic product design in online reviews. <i>Journal of Business Research</i> , 2017, 81, 31-39.	10.2	57
3	Design benefits, emotional responses, and brand engagement. <i>Journal of Product and Brand Management</i> , 2014, 23, 16-23.	4.3	46
4	Beyond the Service Process. <i>Journal of Service Research</i> , 2014, 17, 399-414.	12.2	28
5	Why People Do Not Always Follow the Doctor's Orders: The Role of Hope and Perceived Control. <i>Journal of Consumer Affairs</i> , 2014, 48, 457-485.	2.3	10
6	Emotions and cognitions in consumer health behaviors: insights from chronically ill patients into the effects of hope and control perceptions. <i>Journal of Consumer Behaviour</i> , 2016, 15, 208-215.	4.2	10
7	Patient Retention at Dental School Clinics: A Marketing Perspective. <i>Journal of Dental Education</i> , 2014, 78, 1513-1520.	1.2	7
8	Patient retention at dental school clinics: a marketing perspective. <i>Journal of Dental Education</i> , 2014, 78, 1513-20.	1.2	3