

Suzanne C Makarem

List of Publications by Year in descending order

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

Version: 2024-02-01

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