

Sonja Grabner-Kräuter

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/261520/publications.pdf>

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9
papers

335
citations

1478280
6
h-index

1719901
7
g-index

9
all docs

9
docs citations

9
times ranked

369
citing authors

#	ARTICLE	IF	CITATIONS
1	The Desirability of CSR Communication versus Greenhushing in the Hospitality Industry: The Customersâ€™ Perspective. <i>Journal of Travel Research</i> , 2021, 60, 618-638.	5.8	33
2	Exploring the relationship between employeesâ€™ CSR perceptions and intention to emigrate: Evidence from a developing country. <i>Business Ethics</i> , 2020, 30, 87.	3.5	8
3	The use of advertising appeals in breast cancer detection messages: a web content analysis. <i>Women and Health</i> , 2019, 59, 867-882.	0.4	5
4	Online CSR communication in the hotel industry: Evidence from small hotels. <i>International Journal of Hospitality Management</i> , 2018, 68, 94-104.	5.3	117
5	Consumer Responses to Corporate Social Responsibility Communication in Hong Kong. , 2018, , 219-230.		3
6	Salient Appeals in Advertising Promoting Breast Self-Examination and Mammography Examination. , 2017, , 253-267.		2
7	Trust in online social networks: A multifaceted perspective. <i>Forum for Social Economics</i> , The, 2015, 44, 48-68.	1.2	77
8	How Style, Information Depth and Textual Characteristics Influence the Usefulness of General Practitionersâ€™ Reviews. <i>Australasian Marketing Journal</i> , 2015, 23, 168-178.	3.5	13
9	Insights Into the Impact of Online Physician Reviews on Patientsâ€™ Decision Making: Randomized Experiment. <i>Journal of Medical Internet Research</i> , 2015, 17, e93.	2.1	77