

Rachel Fuller

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3085491/publications.pdf>

Version: 2024-02-01

6
papers

70
citations

1937685

4
h-index

2272923

4
g-index

7
all docs

7
docs citations

7
times ranked

92
citing authors

#	ARTICLE	IF	CITATIONS
1	A comparison of brand equity strength across consumer segments and markets. <i>Journal of Product and Brand Management</i> , 2017, 26, 453-468.	4.3	25
2	Australian adults expect physiotherapists to provide physical activity advice: a survey. <i>Journal of Physiotherapy</i> , 2019, 65, 230-236.	1.7	22
3	Customer-Based Brand Equity for Branded Apps: A Simple Research Framework. <i>Journal of Marketing Communications</i> , 2021, 27, 534-563.	4.0	16
4	The Natural Monopoly Effect in Brand Image Associations. <i>Australasian Marketing Journal</i> , 2017, 25, 309-316.	5.4	6
5	The impact of autobiographical memory on brand retrieval and purchase intention. <i>Journal of Consumer Behaviour</i> , 2021, 20, 1140-1152.	4.2	1
6	Service Provider Hesitation in Credence Services: The Importance of Customer Expectations?. <i>Services Marketing Quarterly</i> , 0, , 1-16.	1.1	0