

Rachel Fuller

List of Publications by Year in descending order

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

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