

# Eluiza Alberto de Moraes Watanabe

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/31585/publications.pdf>

Version: 2024-02-01

13  
papers

171  
citations

1684188

5  
h-index

1199594

12  
g-index

13  
all docs

13  
docs citations

13  
times ranked

101  
citing authors

#	ARTICLE	IF	CITATIONS
1	Perceived value, trust and purchase intention of organic food: a study with Brazilian consumers. British Food Journal, 2020, 122, 1070-1184.	2.9	110
2	Certification label and fresh organic produce category in an emerging country: an experimental study on consumer trust and purchase intention. British Food Journal, 2021, 123, 2258-2271.	2.9	15
3	Food waste: an exploratory investigation of causes, practices and consequences perceived by Brazilian supermarkets and restaurants. British Food Journal, 2022, 124, 1022-1045.	2.9	9
4	The Role of Logistics in Food Waste Reduction in Wholesalers and Small Retailers of Fruits and Vegetables: A Multiple Case Study. Logistics, 2021, 5, 77.	4.3	8
5	CUSTOMER RELATIONSHIP MANAGEMENT SCALE FOR THE B2C MARKET: A CROSS-CULTURAL COMPARISON. Revista De Administracao Mackenzie, 2017, 18, 42-69.	0.5	7
6	CONSCIÊNCIA SAUDÁVEL E CONFIANÇA DO CONSUMIDOR: UM ESTUDO SOBRE A APLICAÇÃO DA TEORIA DO COMPORTAMENTO PLANEJADO NA COMPRA DE ALIMENTOS ORGÂNICOS. RGSA: Revista De Gestão Social E Ambiental, 2019, 13, 2-20.	3.8	6
7	The multilevel effect of marketing activities on sales, revenue and profitability in a micro-enterprise. Revista Brasileira De Gestao De Negocios, 2017, 19, 432-452.	0.5	5
8	Credibility, audacity and joy: Brand personalities that connect users to social media. BAR - Brazilian Administration Review, 2018, 15, .	0.8	3
9	The Magical World of Disney: building relationships with clients from the brand personality. Tourism and Management Studies, 2020, 16, 39-49.	2.5	2
10	Store Image Attributes and Customer Satisfaction in Supermarkets in Campo Grande-MS. Revista Brasileira De Marketing, 2013, 12, 85-107.	0.2	2
11	Boca-a-boca eletrônico versus força da marca: efeitos na decisão de compra dos consumidores. International Journal of Professional Business Review, 2022, 7, e0250.	1.1	2
12	O Doce Sabor da Influência da Personalidade de Marca no Relacionamento com Clientes no Mercado de Chocolates. Revista Brasileira De Marketing, 2020, 19, 01-28.	0.2	1
13	Food Waste in Restaurants: Evidence from Brazil and the United States. Journal of International Food and Agribusiness Marketing, 2023, 35, 283-304.	2.1	1