

Eluiza Alberto de Moraes Watanabe

List of Publications by Year in descending order

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