

Naser Pourazad

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3475663/publications.pdf>

Version: 2024-02-01

7
papers

174
citations

1307594

7
h-index

1720034

7
g-index

7
all docs

7
docs citations

7
times ranked

95
citing authors

#	ARTICLE	IF	CITATIONS
1	Marketing research on Mobile apps: past, present and future. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 195-225.	11.2	48
2	The rules of engagement: how to motivate consumers to engage with branded mobile apps. <i>Journal of Marketing Management</i> , 2018, 34, 1196-1226.	2.3	35
3	The power of brand passion in sports apparel brands. <i>Journal of Product and Brand Management</i> , 2019, 29, 547-568.	4.3	30
4	Brand Attribute Associations, Emotional Consumer-Brand Relationship and Evaluation of Brand Extensions. <i>Australasian Marketing Journal</i> , 2019, 27, 249-260.	5.4	22
5	The Big Bazaar: an examination of Indian shopping mall behaviour and demographic differences. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2017, 29, 1160-1177.	3.2	14
6	Investigating country image influences after a product-harm crisis. <i>European Journal of Marketing</i> , 2021, 55, 894-924.	2.9	14
7	Identification of two decision-making paths underpinning the continued use of branded apps. <i>Psychology and Marketing</i> , 2020, 37, 1362-1377.	8.2	11