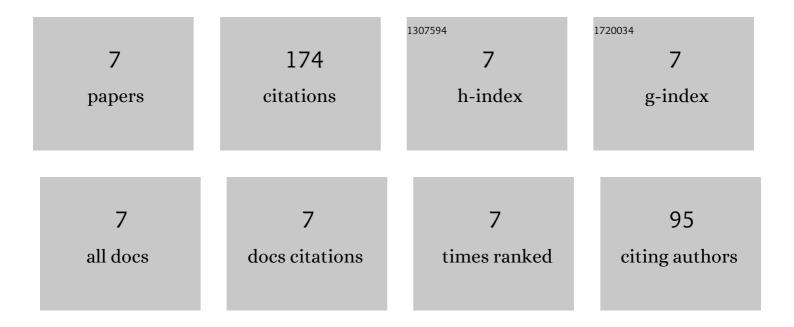
Naser Pourazad

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/3475663/publications.pdf Version: 2024-02-01



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