

Francesca Ceruti

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3645732/publications.pdf>

Version: 2024-02-01

17
papers

138
citations

1478505

6
h-index

1720034

7
g-index

18
all docs

18
docs citations

18
times ranked

185
citing authors

#	ARTICLE	IF	CITATIONS
1	Social vs traditional media communication: brand origin associations strike a chord. Journal of Research in Interactive Marketing, 2018, 12, 2-21.	8.9	29
2	Original or counterfeit luxury fashion brands? The effect of social media on purchase intention. Journal of Global Fashion Marketing, 2018, 9, 24-39.	3.7	26
3	Evaluation of the sustainability of technologies to recover phosphorus from sewage sludge ash based on embodied energy and CO2 footprint. Journal of Cleaner Production, 2021, 289, 125762.	9.3	24
4	Managing omni-customer brand experience via augmented reality. Qualitative Market Research, 2020, 23, 427-445.	1.5	21
5	Affecting brand loyalty intention: The effects of UGC and shopping searches via Facebook. Journal of Global Fashion Marketing, 2018, 9, 270-286.	3.7	19
6	A sensory perspective in the Italian beer market. British Food Journal, 2019, 121, 2036-2051.	2.9	12
7	Exploiting online environment to engage customers: social commerce brand community. Qualitative Market Research, 2020, 23, 339-361.	1.5	7
8	TOTAL E-CUSTOMER EXPERIENCE AND SOCIAL COMMERCE. AN EXPLORATORY SURVEY ON THE ITALIAN MANAGERIAL PERSPECTIVE. , 2016, , .		0
9	E-commerce or s-commerce? A managerial perspective on website design features. Mercati & Competitivit�, 2016, , 153-173.	0.1	0
10	What communication for the mining industry? Some critical considerations in the italian context. Esperienze D Impresa, 2018, , 23-40.	0.2	0
11	THE ETHICAL CONSUMER AND THE USE OF MAFIA STEREOTYPES IN MARKETING. A STUDY INTO CONSUMERS' ATTITUDES AND WILLINGNESS TO BUY. Global Fashion Management Conference, 2018, 2018, 488-488.	0.0	0
12	Towards social commerce: assessing the effect on firm performances. Esperienze D Impresa, 2018, , 5-18.	0.2	0
13	Competing in an omnichannel environment. e-tailers strategies and challenges. Esperienze D Impresa, 2018, , 5-28.	0.2	0
14	Lifelong Learning in Europe: An Analysis of Raw Materials Professionals' Learning Needs. Contributions To Management Science, 2019, , 235-256.	0.5	0
15	Adottare i principi dell'economia circolare nella strategia d'impresa. Un'indagine sul livello di recepimento delle imprese italiane. Sinergie, 2019, 37, 269-288.	0.8	0
16	Does the use of social media affect customer relationship performance? Evidences from Italy. Mercati & Competitivit�, 2019, , 55-74.	0.1	0
17	Redesigning Business Models With Circular Economy. Advances in Finance, Accounting, and Economics, 2020, , 121-153.	0.3	0