

# Raffaele Campo

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3763718/publications.pdf>

Version: 2024-02-01

11  
papers

134  
citations

1684188

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h-index

1372567

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g-index

11  
all docs

11  
docs citations

11  
times ranked

117  
citing authors

#	ARTICLE	IF	CITATIONS
1	Sustainability as a marketing tool: To be or to appear to be?. Business Horizons, 2016, 59, 421-429.	5.2	46
2	Food for Kids: How Children Influence their Parents Purchasing Decisions. Journal of Food Products Marketing, 2016, 22, 596-609.	3.3	27
3	Mozart or pop music? Effects of background music on wine consumers. International Journal of Wine Business Research, 2019, 31, 406-418.	2.0	20
4	Wine Experiences: A Review from a Multisensory Perspective. Applied Sciences (Switzerland), 2021, 11, 4488.	2.5	10
5	A character a day keeps the fruit on display: the influence of cartoon characters on preschoolers' preference for healthy food. International Journal of Markets and Business Systems, 2015, 1, 260.	0.3	7
6	Less Salt, Same Taste: Food Marketing Strategies via Healthier Products. Sustainability, 2020, 12, 3916.	3.2	6
7	Think Green: the Eco-innovative Approach of a Sustainable Small Enterprise. Journal of the Knowledge Economy, 0, , 1.	4.4	5
8	Multisensory analysis and wine marketing: systematic review and perspectives. British Food Journal, 2022, 124, 3274-3292.	2.9	5
9	Toward Healthier Cookie Habits: Assessing the Role of Packaging Visual Appearance in the Expectations for Dietary Cookies in Digital Environments. Frontiers in Psychology, 2021, 12, 679443.	2.1	4
10	Play-Based Methodology for Studying Children: Playfication. Systemic Practice and Action Research, 2019, 32, 113-123.	1.7	3
11	L'influenza del brand, del packaging e dei character sulle preferenze dei bambini: confronto tra ortofrutta e altri alimenti. Mercati & Competitivit�, 2014, , 129-149.	0.1	1