

# Daniela Andreini

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3769857/publications.pdf>

Version: 2024-02-01

25  
papers

780  
citations

840776

11  
h-index

752698

20  
g-index

25  
all docs

25  
docs citations

25  
times ranked

528  
citing authors

#	ARTICLE	IF	CITATIONS
1	Climate change and COP26: Are digital technologies and information management part of the problem or the solution? An editorial reflection and call to action. <i>International Journal of Information Management</i> , 2022, 63, 102456.	17.5	240
2	Engaging consumers online through websites and social media: A gender study of Italian Generation Y clothing consumers. <i>International Journal of Information Management</i> , 2015, 35, 432-442.	17.5	150
3	Brand and product attachment in an industrial context: The effects on brand loyalty. <i>Industrial Marketing Management</i> , 2016, 53, 194-206.	6.7	94
4	A renaissance of brand experience: Advancing the concept through a multi-perspective analysis. <i>Journal of Business Research</i> , 2018, 91, 123-133.	10.2	64
5	How Do Consumers See Firms' Family Nature? A Review of the Literature. <i>Family Business Review</i> , 2020, 33, 18-37.	6.6	36
6	Business model innovation: a review of the process-based literature. <i>Journal of Management and Governance</i> , 2022, 26, 1089-1121.	4.1	36
7	Brand community integration, participation and commitment: A comparison between consumer-run and company-managed communities. <i>Journal of Business Research</i> , 2020, 119, 481-494.	10.2	29
8	Branding Rhetoric in Times of a Global Pandemic: A Text-Mining Analysis. <i>Journal of Advertising</i> , 2021, 50, 240-252.	6.6	23
9	Consumer entrepreneurship and cultural innovation: The case of GinO12. <i>Journal of Business Research</i> , 2018, 92, 431-442.	10.2	19
10	From Mother's Ruin to Gnaissance: Emergence, settlement and resettlement of the gin category. <i>Organization Studies</i> , 2020, 41, 969-992.	5.3	18
11	CSR and service quality in nonprofit organizations: the case of a performing arts association. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2014, 19, 127-142.	0.8	16
12	Reprint of "A renaissance of brand experience: Advancing the concept through a multi-perspective analysis". <i>Journal of Business Research</i> , 2019, 96, 355-365.	10.2	11
13	Understanding Customer Needs to Engineer Product-Service Systems. <i>IFIP Advances in Information and Communication Technology</i> , 2014, , 683-690.	0.7	10
14	Brands and Religion in the Secularized Marketplace and Workplace: Insights from the Case of an Italian Hospital Renamed After a Roman Catholic Pope. <i>Journal of Business Ethics</i> , 2017, 141, 529-550.	6.0	8
15	End users' purchasing task involvement, power and influence strategies in organizational buying. <i>Journal of Business and Industrial Marketing</i> , 2019, 34, 150-165.	3.0	8
16	The cross-effects of sponsorship in non-professional sports communities. <i>Management Decision</i> , 2014, 52, 2044-2068.	3.9	6
17	Gin: a marketplace icon. <i>Consumption Markets and Culture</i> , 2022, 25, 91-101.	2.1	3
18	Hands off my data: users' security concerns and intention to adopt privacy enhancing technologies. <i>Italian Journal of Marketing</i> , 2020, 2020, 309-342.	2.8	3

#	ARTICLE	IF	CITATIONS
19	Is Multichannel Integration in Retailing a Source of Competitive Advantage?. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2014, , 471-489.	0.8	2
20	The Evolution of Theory and Practice of Marketing in Light of Information Technology. , 2005, , 168-215.		1
21	I fattori esogeni ed endogeni influenti sulle strategie di integrazione multicanale: un'analisi nel retailing in europa. Mercati & Competitivit�, 2012, , 13-31.	0.1	1
22	B2B vs. B2C: an empirical attempt to bridge the gap. Mercati & Competitivit�, 2013, , 73-96.	0.1	1
23	Multichannel Integration for Small and Medium Retailers. , 0, , 259-274.		1
24	Effectiveness of Sponsorships in Niche Communities Online: A Preliminary Study. , 2010, , .		0
25	The multichannel effects of sponsorship: an empirical analysis. Mercati & Competitivit�, 2014, , 65-83.	0.1	0