

Imene Becheur

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3789144/publications.pdf>

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8
papers

117
citations

1478505

6
h-index

1720034

7
g-index

8
all docs

8
docs citations

8
times ranked

76
citing authors

#	ARTICLE	IF	CITATIONS
1	“Fight or flight” coping responses to brand hate. Journal of Product and Brand Management, 2020, 30, 492-511.	4.3	29
2	Celebrity endorsements: Investigating the interactive effects of internalization, identification and product type on consumers’ attitudes and intentions. Journal of Retailing and Consumer Services, 2021, 58, 102260.	9.4	25
3	L’usage des Émotions négatives en communication de santé publique : Etude des effets de la peur, la culpabilité et la honte. Recherche Et Applications En Marketing, 2014, 29, 96-119.	0.5	21
4	Beyond Brand Personality: Building Consumer-Brand Emotional Relationship. Global Business Review, 2017, 18, S128-S144.	3.1	14
5	The use of negative emotions in health communication messages: Study of the effects of fear, guilt, and shame. Recherche Et Applications En Marketing, 2014, 29, 89-109.	0.5	13
6	From Elicitation to Persuasion: Assessing the Structure and Effectiveness of Differential Emotions in Anti-Drunk-Driving Campaigns. Journal of Promotion Management, 2018, 24, 83-102.	3.4	8
7	Belief in Fate and Self-Efficacy in Road Safety Advertising Based on Guilt: An Explanation Based on Negotiable Fate. Australasian Marketing Journal, 2019, 27, 233-241.	5.4	7
8	Free Will or Determinism: When Fate Attributions Affect Persuasion in Road Safety Campaigns Using Fear and Guilt” An Extended Abstract. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2017, , 545-549.	0.2	0