

# Imene Becheur

## List of Publications by Year in descending order

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

Version: 2024-02-01

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