

Dick Mizerski

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3864326/publications.pdf>

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3
papers

295
citations

2258059

3
h-index

2550090

3
g-index

3
all docs

3
docs citations

3
times ranked

217
citing authors

#	ARTICLE	IF	CITATIONS
1	The Effects of Playing an Advergame on Young Children's Perceptions, Preferences, and Requests. Journal of Advertising, 2007, 36, 87-100.	6.6	273
2	The Effect of Availability, Point of Purchase Advertising, and Sampling on Children's First Independent Food Purchases. Journal of Promotion Management, 2010, 16, 148-166.	3.4	16
3	Comparing measures of persuasion knowledge adapted for young children. Psychology and Marketing, 2019, 36, 1196-1214.	8.2	6