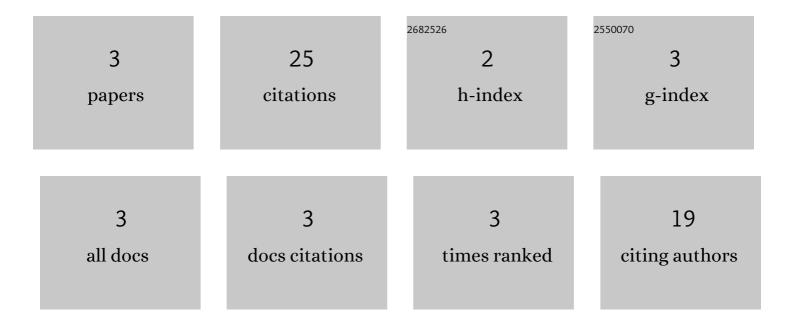
Gertrud Schmitz

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/4011126/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Mobile Location-Based Services' Value-in-Use in Inner Cities: Do aÂCustomer's Shopping Patterns, Prior User Experience, and Sales Promotions Matter?. Schmalenbach Business Review, 2020, 72, 511-564.	0.9	1
2	Main-format dominance in consumers' FMCG cross-format shopping patterns. Journal of Retailing and Consumer Services, 2016, 30, 105-115.	9.4	13
3	The effects of acquisition and transaction shopping value perceptions on retail format usage intentions: an illustration from discount stores. International Review of Retail, Distribution and Consumer Research, 2009, 19, 81-101.	2.0	11