Françoise Simon

List of Publications by Year
in descending order

12 papers	473 citations	1163117 8 h-index	1372567 10 g-index
14 all docs	14 docs citations	14 times ranked	440 citing authors

#	Article	IF	Citations
1	Does brand-consumer social sharing matter? A relational framework of customer engagement to brand-hosted social media. Journal of Business Research, 2018, 85, 175-184.	10.2	175
2	Cognitive, demographic, and situational determinants of service customer preference for personnel-in-contact over self-service technology. International Journal of Research in Marketing, 2007, 24, 163-173.	4.2	158
3	The influence of empathy in complaint handling: Evidence of gratitudinal and transactional routes to loyalty. Journal of Retailing and Consumer Services, 2013, 20, 599-608.	9.4	53
4	Relationship norms and media gratification in relational brand communication. Journal of Business Research, 2017, 79, 12-22.	10.2	22
5	Consumer adoption of No Junk Mail stickers: An extended planned behavior model assessing the respective role of store flyer attachment and perceived intrusiveness. Journal of Retailing and Consumer Services, 2016, 29, 12-21.	9.4	18
6	The relative impact of gratitude and transactional satisfaction on post-complaint consumer response. Marketing Letters, 2015, 26, 153-164.	2.9	16
7	Self-construals as the locus of paradoxical consumer empowerment in self-service retail technology environments. Journal of Business Research, 2021, 126, 291-306.	10.2	16
8	When social intrusiveness depletes customer value: A balanced perspective on the agency of simultaneous sharers in a commercial sharing experience. Psychology and Marketing, 2019, 36, 1082-1097.	8.2	8
9	The experiential aspects of online search information for new customers to a website. Canadian Journal of Administrative Sciences, 2010, 27, 292-305.	1.5	4
10	Managing Interactional Performance in E-Government. , 2012, , 167-186.		1
11	La prÃ©fÃ©rence individuelle pour un format communicationnelÂ: entre fragmentation identitaire et construction de la continuitÃ©. Communiquer, 2010, , 19-34.	0.2	0
12	Managing Interactional Performance in E-Government. , 2012, , 1347-1366.		0