

# Lucio Lamberti

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4586332/publications.pdf>

Version: 2024-02-01

38  
papers

1,026  
citations

516215

16  
h-index

433756

31  
g-index

38  
all docs

38  
docs citations

38  
times ranked

864  
citing authors

#	ARTICLE	IF	CITATIONS
1	How did you feel during the navigation? Influence of emotions on browsing time and interaction frequency in immersive virtual environments. Behaviour and Information Technology, 2023, 42, 1216-1229.	2.5	6
2	Influence of Sales Promotion on Impulse Buying: A Dual Process Approach. Journal of Promotion Management, 2022, 28, 1212-1234.	2.4	11
3	Past, Present, and Future of Impulse Buying Research Methods: A Systematic Literature Review. Frontiers in Psychology, 2021, 12, 687404.	1.1	16
4	Investigating the effect of price tag colours on cortical, cardiac and ocular responses. , 2021, , .		0
5	Individuals'™ adoption of smart technologies for preventive health care: a structural equation modeling approach. Health Care Management Science, 2020, 23, 203-214.	1.5	51
6	Consumers Emotional Responses to Functional and Hedonic Products: A Neuroscience Research. Frontiers in Psychology, 2020, 11, 559779.	1.1	20
7	Technology adoption news and corporate reputation: sentiment analysis about the introduction of Bitcoin. Journal of Product and Brand Management, 2020, 29, 877-897.	2.6	23
8	Future-Oriented Happiness: Its Nature and Role in Consumer Decision-Making for New Products. Frontiers in Psychology, 2020, 11, .	1.1	13
9	Ambient UX Research: User Experience Investigation Through Multimodal Quadrangulation. Lecture Notes in Computer Science, 2020, , 305-321.	1.0	3
10	Special issue editorial: Managing the supply chain management's marketing interface. Business Process Management Journal, 2019, 25, 246-249.	2.4	4
11	What makes fashion consumers 'click'? Generation of eWoM engagement in social media. Asia Pacific Journal of Marketing and Logistics, 2019, 31, 398-418.	1.8	62
12	Crowd Size and Crowdsourcing Performances in Online Ideation Contests. , 2019, , .		0
13	Does one design fit them all? Study of drivers of co-creation interest along different consumer segments. Journal of Strategic Marketing, 2019, 27, 630-650.	3.7	15
14	Exploring the role of anticipated emotions in product adoption and usage. Journal of Consumer Marketing, 2018, 35, 300-316.	1.2	25
15	Investigating social motivations, opportunity and ability to participate in communities of virtual co-creation. International Journal of Consumer Studies, 2018, 42, 155-163.	7.2	37
16	Exploration of Web-Sites Affects Autonomic Responses Related to Unconscious Emotions. , 2018, 2018, 4615-4618.		0
17	Do mind and body agree? Unconscious versus conscious arousal in product attitude formation. Journal of Business Research, 2017, 75, 108-117.	5.8	46
18	Exploring the adoption process of personal technologies: A cognitive-affective approach. Journal of High Technology Management Research, 2017, 28, 179-187.	2.7	21

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19	Integrated data analysis for the quantification of emotional responses during video observation. , 2017, , .		3
20	SME fashion brands and social media marketing: from strategies to actions. International Journal of Web Based Communities, 2017, 13, 468.	0.2	13
21	Fashion Brands, Social Media, and Consumersâ€™ Exposure to Marketing Messages. Springer Proceedings in Business and Economics, 2017, , 221-227.	0.3	1
22	SME fashion brands and social media marketing: From strategies to actions. International Journal of Web Based Communities, 2017, 13, 1.	0.2	5
23	N-REL: A comprehensive framework of social media marketing strategic actions for marketing organizations. Journal of Innovation & Knowledge, 2016, 1, 170-180.	7.3	46
24	Multichannel marketing: the operational construct and firmsâ€™ motivation to adopt. Journal of Strategic Marketing, 2016, 24, 594-616.	3.7	6
25	Entering the dragonâ€™s nest: exploring Chinese upper-class consumersâ€™ perception of luxury. Qualitative Market Research, 2015, 18, 4-29.	1.0	31
26	Benefits sought by citizens and channel attitudes for multichannel payment services: Evidence from Italy. Government Information Quarterly, 2014, 31, 596-609.	4.0	15
27	The supply chain managementâ€™marketing interface in product development. Business Process Management Journal, 2013, 19, 217-244.	2.4	16
28	Customer centricity: the construct and the operational antecedents. Journal of Strategic Marketing, 2013, 21, 588-612.	3.7	67
29	Segmenting Chinese Tourists by the Expected Experience at Theme Parks. International Journal of Engineering Business Management, 2013, 5, 22.	2.1	2
30	The relationship between <sc>CSR</sc> and corporate strategy in mediumâ€™sized companies: evidence from <sc>I</sc>taly. Business Ethics, 2012, 21, 402-416.	3.5	47
31	Gaining legitimacy in converging industries: Evidence from the emerging market of functional food. European Management Journal, 2011, 29, 462-475.	3.1	40
32	Mega-events as drivers of community participation in developing countries: The case of Shanghai World Expo. Tourism Management, 2011, 32, 1474-1483.	5.8	72
33	Marketing strategy and marketing performance measurement system: Exploring the relationship. European Management Journal, 2010, 28, 139-152.	3.1	58
34	CSR Practices and Corporate Strategy: Evidence from a Longitudinal Case Study. Journal of Business Ethics, 2009, 87, 153-168.	3.7	150
35	Online experience as a lever of customer involvement in NPD. EuroMed Journal of Business, 2009, 4, 69-87.	1.7	14
36	Exploring management control in radical innovation projects. European Journal of Innovation Management, 2009, 12, 416-443.	2.4	69

#	ARTICLE	IF	CITATIONS
37	Marketing power and CMO power: could market orientation break the link? An exploratory case study. Journal of Strategic Marketing, 2009, 17, 327-343.	3.7	17
38	Assessing and monitoring the performances of a sustainable event.. , 2009, , 119-131.		1