

Nicolas Hamelin

List of Publications by Year in descending order

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Version: 2024-02-01

25
papers

687
citations

840776

11
h-index

752698

20
g-index

25
all docs

25
docs citations

25
times ranked

548
citing authors

#	ARTICLE	IF	CITATIONS
1	Forecasting Advertisement Effectiveness: Neuroscience and Data Envelopment Analysis. Australasian Marketing Journal, 2022, 30, 313-330.	5.4	8
2	Would you like to shop via mobile app technology? The technology acceptance model, social factors and purchase intention. Australasian Marketing Journal, 2021, 29, 187-197.	5.4	124
3	An Analysis of Subliminal Static Images and Words Using Eye Tracking Techniques. , 2021, , 155-180.		0
4	Package appearance matter: Facial expression and Galvanic Skin Response analysis approach. Journal of Global Scholars of Marketing Science, 2021, 31, 624-644.	2.0	1
5	Social marketing and the corruption conundrum in morocco: An exploratory analysis. World Development, 2020, 133, 104993.	4.9	5
6	Storytelling, the scale of persuasion and retention: A neuromarketing approach. Journal of Retailing and Consumer Services, 2020, 55, 102099.	9.4	31
7	Negative Marketing in Political Campaigns and Its Effect on the Voting Decision of the Indian Millennial. Eurasian Journal of Business and Economics, 2019, 12, 1-15.	0.6	2
8	Colour cosmetics consumption among Moroccan women: Examining the nexus of attitudes, religion and the media. International Journal of Consumer Studies, 2018, 42, 755-767.	11.6	13
9	Entrepreneurship Driven By Opportunity and Necessity: Effects of Educations, Gender and Occupation in MENA. Asian Journal of Business Research, 2018, 8, .	0.8	17
10	Emotion and advertising effectiveness: A novel facial expression analysis approach. Journal of Retailing and Consumer Services, 2017, 36, 103-111.	9.4	81
11	Consumer motives and impact of western media on the Moroccan luxury buyer. Journal of Retailing and Consumer Services, 2016, 32, 164-170.	9.4	16
12	Consumers Attitudes towards Debt. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2016, , 53-76.	0.8	0
13	Does religiosity impact Moroccan Muslim women's clothing choice?. Journal of Islamic Marketing, 2014, 5, 210-226.	3.5	45
14	Consumer values, motivation and purchase intention for luxury goods. Journal of Retailing and Consumer Services, 2014, 21, 735-744.	9.4	145
15	“Faking brands”: Consumer responses to counterfeiting. Journal of Consumer Behaviour, 2013, 12, 159-170.	4.2	48
16	Ethical Consumerism: A View From the Food Industry in Morocco. Journal of Food Products Marketing, 2013, 19, 343-362.	3.3	5
17	Consumer Ethnocentrism and Country-of-Origin Effects in the Moroccan Market. Journal of Global Marketing, 2011, 24, 228-244.	3.4	35
18	Energy backtransfer and infrared photoresponse in erbium-doped silicon “n diodes. Journal of Applied Physics, 2000, 88, 5381-5387.	2.5	54

#	ARTICLE	IF	CITATIONS
19	Low-threshold, high-efficiency, linearly polarized 1.338 μm Nd:S-VAP laser and its frequency doubling. Journal of Modern Optics, 1998, 45, 2139-2145.	1.3	0
20	Guided-type second harmonic generation in ion implanted MgO:LiNbO ₃ . Journal of Modern Optics, 1998, 45, 2125-2129.	1.3	5
21	Cr:LiSrAlF ₆ optical waveguides defined by ion beam implantation. Nuclear Instruments & Methods in Physics Research B, 1997, 127-128, 528-532.	1.4	7
22	Second Harmonic Generation in Ion Implanted Lithium Niobate Planar Waveguides. Journal of Modern Optics, 1994, 41, 1339-1348.	1.3	12
23	Characterisation of Ion Implanted Waveguides in Barium Fluoride. Physica Status Solidi A, 1992, 134, 557-566.	1.7	2
24	Helium-ion implanted waveguides in zircon. Nuclear Instruments & Methods in Physics Research B, 1991, 59-60, 1219-1222.	1.4	30
25	Micro-Credit, Gender, and Corruption. , 0, , 91-116.		1