

# Svetlana Bialkova

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4852363/publications.pdf>

Version: 2024-02-01

20  
papers

1,005  
citations

840776

11  
h-index

1058476

14  
g-index

20  
all docs

20  
docs citations

20  
times ranked

903  
citing authors

#	ARTICLE	IF	CITATIONS
1	Virtual Try-On: How to Enhance Consumer Experience?. , 2022, , .		4
2	From attention to action: Key drivers to augment VR experience for everyday consumer applications. , 2022, , .		3
3	How do design aspects influence the attractiveness of cycling streetscapes: Results of virtual reality experiments in the Netherlands. Transportation Research, Part A: Policy and Practice, 2022, 162, 315-331.	4.2	3
4	From desktop to supermarket shelf: Eye-tracking exploration on consumer attention and choice. Food Quality and Preference, 2020, 81, 103839.	4.6	46
5	Campaign participation, spreading electronic word of mouth, purchase: how to optimise corporate social responsibility, CSR, effectiveness via social media?. European Journal of Management and Business Economics, 2020, 30, 108-126.	3.1	19
6	Encouraging Rehabilitation Trials: The Potential of 360° Immersive Instruction Videos. , 2019, , .		5
7	Cycling renaissance: The VR potential in exploring static and moving environment elements. , 2019, , .		4
8	Urban future: Unlocking Cycling with VR Applications. , 2018, , .		8
9	When sound modulates vision: VR applications for art and entertainment. , 2017, , .		17
10	Overcoming consumer scepticism toward food labels: The role of multisensory experience. Food Quality and Preference, 2016, 48, 81-92.	4.6	68
11	The role of nutrition labels and advertising claims in altering consumers' evaluation and choice. Appetite, 2016, 96, 38-46.	3.7	95
12	Attention mediates the effect of nutrition label information on consumers' choice. Evidence from a choice experiment involving eye-tracking. Appetite, 2014, 76, 66-75.	3.7	133
13	Effects of nutrition label format and product assortment on the healthfulness of food choice. Appetite, 2013, 71, 63-74.	3.7	116
14	Standing out in the crowd: The effect of information clutter on consumer attention for front-of-pack nutrition labels. Food Policy, 2013, 41, 65-74.	6.0	84
15	An efficient methodology for assessing attention to and effect of nutrition information displayed front-of-pack. Food Quality and Preference, 2011, 22, 592-601.	4.6	126
16	Information context matters in detection and identification of information: Reply to. Food Quality and Preference, 2011, 22, 786-787.	4.6	1
17	Serial and parallel processes in working memory after practice.. Journal of Experimental Psychology: Human Perception and Performance, 2011, 37, 606-614.	0.9	27
18	What determines consumer attention to nutrition labels?. Food Quality and Preference, 2010, 21, 1042-1051.	4.6	166

#	ARTICLE	IF	CITATIONS
19	Direct Access to Working Memory Contents. <i>Experimental Psychology</i> , 2010, 57, 383-389.	0.7	8
20	Accessing information in working memory: Can the focus of attention grasp two elements at the same time?. <i>Journal of Experimental Psychology: General</i> , 2009, 138, 64-87.	2.1	72