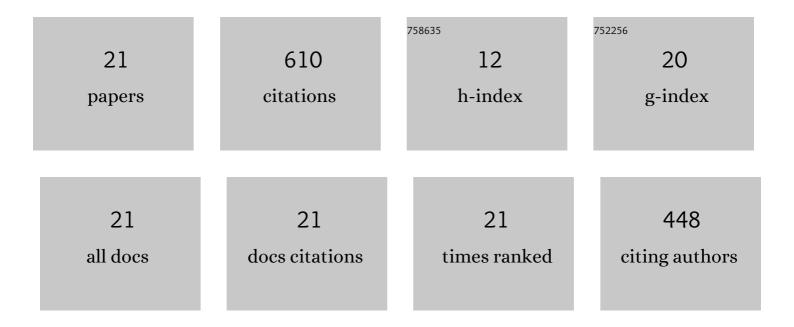
Irene Tm Roozen

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/4862490/publications.pdf

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IDENE TM ROOZEN

#	Article	IF	CITATIONS
1	How effective are self- and peer assessment of oral presentation skills compared with teachers' assessments?. Active Learning in Higher Education, 2012, 13, 129-142.	3.5	134
2	The impact of an innovative instructional intervention on the acquisition of oral presentation skills in higher education. Computers and Education, 2009, 53, 112-120.	5.1	95
3	The Ethical Dimensions of Decision Processes of Employees. Journal of Business Ethics, 2001, 33, 87-99.	3.7	67
4	The impact of goal orientation, self-reflection and personal characteristics on the acquisition of oral presentation skills. European Journal of Psychology of Education, 2009, 24, 293-306.	1.3	58
5	A decision support model for the planning and assessment of export promotion activities by government export promotion institutions — the Belgian case. International Journal of Research in Marketing, 1995, 12, 173-186.	2.4	42
6	Attributes of Environmentally Friendly Consumer Behavior. Journal of International Consumer Marketing, 1998, 10, 21-41.	2.3	39
7	The effects of online customer reviews and managerial responses on travelers' decision-making processes. Journal of Hospitality Marketing and Management, 2018, 27, 973-996.	5.1	30
8	The differential impact of observational learning and practice-based learning on the development of oral presentation skills in higher education. Higher Education Research and Development, 2014, 33, 256-271.	1.9	27
9	Polish and Belgian consumers' perception of environmentally friendly behaviour. International Journal of Consumer Studies, 2000, 24, 9-21.	0.2	23
10	Do verbal and visual nudges influence consumers' choice for sustainable fashion?. Journal of Global Fashion Marketing, 2021, 12, 327-342.	2.4	19
11	The power of negative publicity on the fast fashion industry. Journal of Global Fashion Marketing, 2020, 11, 380-396.	2.4	15
12	The impact of emotional appeal and the media context on the effectiveness of commercials for not-for-profit and for-profit brands. Journal of Marketing Communications, 2013, 19, 198-214.	2.7	14
13	The Importance of the Service and Shopping Customer Experience in a Retail Environment. Journal of Relationship Marketing, 2019, 18, 247-279.	2.8	9
14	Who are really purchasing environmentally friendly detergents?. International Journal of Consumer Studies, 1997, 21, 237-245.	0.2	7
15	Does institutional nation branding exist in a Singaporean context?. Place Branding and Public Diplomacy, 2017, 13, 325-347.	1.1	7
16	The influence of external design elements on clothing store entry intentions for recreationally and task-oriented female clothing shoppers. International Review of Retail, Distribution and Consumer Research, 2019, 29, 409-429.	1.3	7
17	Has TV advertising lost its effectiveness to other touch points?. Communications: the European Journal of Communication Research, 2015, 40, .	0.3	4
18	The Impact of Negative Endorser Information and their Facial Appearance on Advertising Effectiveness for Profit and Not-for-Profit Organizations. Atlantic Journal of Communication, 2017, 25, 114-126.	0.7	4

#	Article	IF	CITATIONS
19	The Effects of Language Errors in Service Recovery Communication on Customers' Hotel Perceptions and Booking Intentions. Journal of Quality Assurance in Hospitality and Tourism, 2022, 23, 615-638.	1.7	4
20	What determines omnivores' meat consumption and their willingness to reduce the amount of meat they eat?. Nutrition and Health, 2022, , 026010602210802.	0.6	3
21	The effectiveness of subtitles in crossâ€cultural television commercials. World Englishes, 2019, 38, 387-403.	0.7	2