Elif Ulker-Demirel

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/5174382/publications.pdf

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12	186	3	8
papers	citations	h-index	g-index
12	12	12	114
all docs	docs citations	times ranked	citing authors

#	Article	IF	CITATIONS
1	A systematic literature review of the theory of planned behavior in tourism, leisure and hospitality management research. Journal of Hospitality and Tourism Management, 2020, 43, 209-219.	6.6	148
2	Marketing and consumption of art products: the movie industry. Arts and the Market, 2018, 8, 80-98.	0.5	16
3	The Effects of Audience's Attitudes on Actor, Character, Movie and Product Placement on the Brand Attitude., 0,,.		4
4	MARKA ÖZGÜNLÜĞÜNÜN MARKA TERCİHİ, MÜŞTERİ TATMİNİ VE MARKA SADAKATİ ÜZ MARKALARI ÜZERİNE BİR ARAŞTIRMA. Öneri, 2015, 11, 83.	ERİNDEŀ 0.6	kä° ₄ etkä°ler
5	The role of consumer ethnocentrism on boycott behaviour: What if a domestic business behaves egregiously?. Canadian Journal of Administrative Sciences, 2020, , .	1.5	3
6	Development of Digital Communication Technologies and the New Media. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2019, , 164-175.	0.8	3
7	The Features of New Communication Channels and Digital Marketing. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2019, , 302-313.	0.8	2
8	TURİSTİK TATMİNİN DESTİNASYON İMAJI VE SUBJEKTİF BİLGİ ARACILIĎIYLA AĎIZDAN AĎIZA PA ETKİLERİNİN YAPISAL EŎİTLİK MODELİ İLE İNCELENMESİ. ×neri, 2018, 13, 211-228.	AZARLAMA	∖ ÜZERİNI 2
9	Ülke İmajının Satın Alma İstekliliği Üzerindeki Etkisinde Tüketici Yakınlığı, ÜrünÜlk Yargılarının Aracılık Rolü (The Mediating Role of Consumer Affinity, Product-Country Image, and) Tj l	e İmajÄ ETQq1 1 (± ve Ürü).784314 rgB
10	Green Marketing and Stakeholder Perceptions. Advances in Environmental Engineering and Green Technologies Book Series, 2016, , 75-95.	0.4	1
11	Green Marketing and Stakeholder Perceptions. , 2018, , 183-203.		1
12	Changing Generations, Changing Consumers and Transformation of Advertising Narrative. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2019, , 130-140.	0.8	0