

Elif Ulker-Demirel

List of Publications by Year in descending order

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

Version: 2024-02-01

12
papers

186
citations

2258059

3
h-index

1588992

8
g-index

12
all docs

12
docs citations

12
times ranked

114
citing authors

#	ARTICLE	IF	CITATIONS
1	The role of consumer ethnocentrism on boycott behaviour: What if a domestic business behaves egregiously?. Canadian Journal of Administrative Sciences, 2020, , .	1.5	3
2	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
3	Äœelke Ä°majÄ±nÄ±n SatÄ±n Alma Ä°stekliliÄyi Äœzerindeki Etkisinde TÄ¼ketici YakÄ±nlÄ±ÄYÄ±, ÄœerÄ¼nÄœelke Ä°majÄ± ve ÄœerÄ¼n YargÄ±larÄ±nÄ±n AracÄ±lÄ±k RolÄ¼ (The Mediating Role of Consumer Affinity, Product-Country Image, and) Tj ETQg1 1 0.784314 rg	0.3	2
4	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
5	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
6	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
7	Marketing and consumption of art products: the movie industry. Arts and the Market, 2018, 8, 80-98.	0.5	16
8	Green Marketing and Stakeholder Perceptions. , 2018, , 183-203.		1
9	TURÄ°STÄ°K TATMÄ°NÄ°N DESTÄ°NASYON Ä°MAJI VE SUBJEKTÄ°F BÄ°LGÄ° ARACILIÄžIYLA AÄžİZDAN AÄžİZA PAZARLAMA ÄœZERÄ°N ETKÄ°LERÄ°NÄ°N YAPISAL EÄžÄ°TLÄ°K MODELÄ° Ä°LE Ä°NCELENMESÄ°. Ä–neri, 2018, 13, 211-228.	0.6	2
10	Green Marketing and Stakeholder Perceptions. Advances in Environmental Engineering and Green Technologies Book Series, 2016, , 75-95.	0.4	1
11	MARKA Ä–ZGÄœNLÄœÄžÄœNÄœN MARKA TERCÄ°HÄ°, MÄœÄžTERÄ° TATMÄ°NÄ° VE MARKA SADAKATÄ° ÄœZERÄ°NDEKÄ° ETKÄ°LERÄ° MARKALARI ÄœZERÄ°NE BÄ°R ARAÄžTIRMA. Ä–neri, 2015, 11, 83.	0.6	4
12	The Effects of Audience's Attitudes on Actor, Character, Movie and Product Placement on the Brand Attitude. , 0, , .		4