

Anne B Zehoul

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5544824/publications.pdf>

Version: 2024-02-01

3

papers

0

citations

3

all docs

3

docs citations

3

times ranked

0

citing authors

#	ARTICLE	IF	CITATIONS
1	Under Pressure: Understanding How and Why a Multinational Firm Reacts to Consumerist Organizations in Brazil's Business Context. <i>Latin American Business Review</i> , 2022, 23, 397-418.	1.3	0
2	THE INTELLECTUAL DEVELOPMENT OF THE PRODUCT-SERVICE SYSTEM CONCEPT: A CITATION / CO-CITATION ANALYSIS. <i>Revista Latino-Americana De Inovação E Engenharia De Produção</i> , 2021, 9, 104.	0.0	0
3	“Então é Natal, e o que você fez?” Um estudo sobre o impacto das ativações promocionais na compra de panetones. <i>Consumer Behavior Review (cbr)</i> , 2020, 5, 45.	0.1	0