

# Bernadett Koles

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5834170/publications.pdf>

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9  
papers

533  
citations

1040056

9  
h-index

1372567

10  
g-index

10  
all docs

10  
docs citations

10  
times ranked

445  
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumer decision-making in omnichannel retailing: Literature review and future research agenda. <i>International Journal of Consumer Studies</i> , 2021, 45, 147-174.	11.6	178
2	“All you need is brand love™: a critical review and comprehensive conceptual framework for brand love. <i>Journal of Marketing Management</i> , 2019, 35, 97-129.	2.3	85
3	Virtual reality and its impact on B2B marketing: A value-in-use perspective. <i>Journal of Business Research</i> , 2019, 100, 590-598.	10.2	70
4	Compensatory consumption and consumer compromises: a state-of-the-art review. <i>Journal of Marketing Management</i> , 2018, 34, 96-133.	2.3	60
5	The role of brand experience, brand resonance and brand trust in luxury consumption. <i>Journal of Retailing and Consumer Services</i> , 2022, 66, 102895.	9.4	34
6	“My Avatar and Her Beloved Possession”: Characteristics of Attachment to Virtual Objects. <i>Psychology and Marketing</i> , 2014, 31, 1122-1135.	8.2	28
7	Becoming a more attractive supplier by managing references – The case of small and medium-sized enterprises in a digitally enhanced business environment. <i>Industrial Marketing Management</i> , 2020, 84, 312-327.	6.7	25
8	Digital object attachment. <i>Current Opinion in Psychology</i> , 2021, 39, 60-65.	4.9	19
9	Avatars as transitional objects: The impact of avatars and digital objects on adolescent gamers. <i>Journal of Gaming and Virtual Worlds</i> , 2016, 8, 279-296.	0.4	6