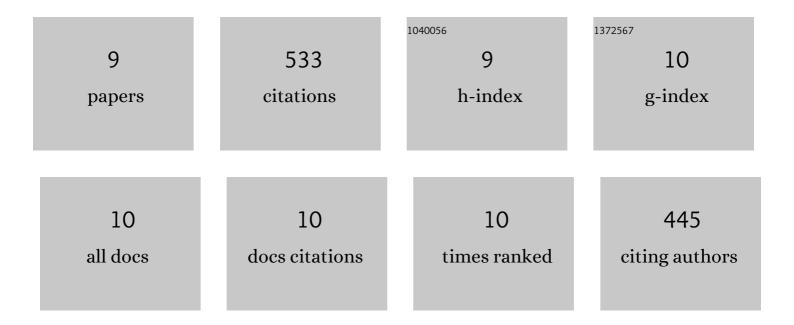
Bernadett Koles

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/5834170/publications.pdf Version: 2024-02-01



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