

Ilona Szűcs

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/587871/publications.pdf>

Version: 2024-02-01

10
papers

285
citations

1478505

6
h-index

1474206

9
g-index

13
all docs

13
docs citations

13
times ranked

250
citing authors

#	ARTICLE	IF	CITATIONS
1	The Interplay of Brand, Brand Origin and Brand User Stereotypes in Forming Value Perceptions. British Journal of Management, 2022, 33, 1924-1949.	5.0	6
2	The bond between country and brand stereotypes: insights on the role of brand typicality and utilitarian/hedonic nature in enhancing stereotype content transfer. International Marketing Review, 2021, 38, 1143-1165.	3.6	13
3	Embedding CSR in Corporate Strategies. CSR, Sustainability, Ethics & Governance, 2020, , 45-60.	0.3	7
4	CSR Initiatives. CSR, Sustainability, Ethics & Governance, 2020, , 61-72.	0.3	0
5	The future of CSR - Selected findings from a Europe-wide Delphi study. Journal of Cleaner Production, 2018, 183, 282-291.	9.3	43
6	Culture's effects on corporate sustainability practices: A multi-domain and multi-level view. Journal of World Business, 2018, 53, 263-279.	7.7	133
7	Disaggregating Corporate Philanthropy: The Impact of Individual Dimensions on Customer-Based Corporate Reputation. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2017, , 443-446.	0.2	0
8	Linking cause assessment, corporate philanthropy, and corporate reputation. Journal of the Academy of Marketing Science, 2016, 44, 376-396.	11.2	55
9	Corporate philanthropy and ethicality: two opposing notions?. , 2015, , .		7
10	The influence of parents versus peers on Generation Y Internet ethical attitudes. Electronic Commerce Research and Applications, 2015, 14, 95-103.	5.0	18