

# Tuğçe Ozansoy Adırcı

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5922742/publications.pdf>

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9  
papers

49  
citations

2258059

3  
h-index

2053705

5  
g-index

9  
all docs

9  
docs citations

9  
times ranked

23  
citing authors

#	ARTICLE	IF	CITATIONS
1	Understanding digital consumer: A review, synthesis, and future research agenda. International Journal of Consumer Studies, 2022, 46, 1829-1858.	11.6	23
2	Love my selfie: selfies in managing impressions on social networks. Journal of Marketing Communications, 2019, 25, 268-287.	4.0	17
3	26 years left behind: a historical and predictive analysis of electronic business research. Electronic Commerce Research, 2021, 21, 223-243.	5.0	6
4	Electronic Word-of-Mouth Communication in Online Social Networks. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2016, , 77-102.	0.8	1
5	Advergaming â€“ How Does Cognitive Overload Effect Brand Recall?. Advances in Human and Social Aspects of Technology Book Series, 2016, , 501-524.	0.3	1
6	Revisiting the Recent History of Consumer Behavior in Marketing Journals: A Topic Modeling Perspective. Review of Marketing Science, 2022, 20, 113-145.	0.7	1
7	Effects of Cognitive Load and Game Involvement on Affective Responses in Branded Entertainment. International Journal of Gaming and Computer-Mediated Simulations, 2019, 11, 42-58.	1.1	0
8	Advergaming â€“ How Does Cognitive Overload Effect Brand Recall?. , 0, , 1579-1602.		0
9	Augmented Reality as a Tool to Enhance the Experiential Value of Online Shopping. , 0, , 850-874.		0