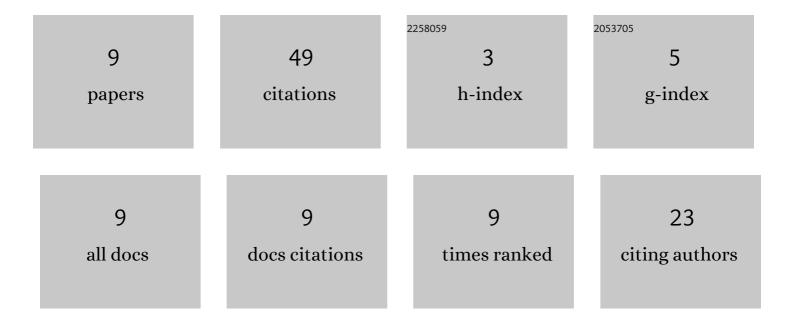
TuÄÄSe Ozansoy Çdırcı

List of Publications by Year in descending order

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

Version: 2024-02-01



| # | 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 – 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 – 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 |