# Enav Friedmann

## List of Publications by Year
## in descending order

| 11 papers | 93 citations | 1307594<br>7 h-index | 1474206<br>9 g-index |
|---|---|---|---|
| 11 all docs | 11 docs citations | 11 times ranked | 73 citing authors |

| # | Article | IF | Citations |
|---|---------|-----|-----------|
| 1 | Gender segmentation to increase brand preference? The role of product involvement. Journal of Product and Brand Management, 2019, 28, 408-420. | 4.3 | 21 |
| 2 | Increasing women's participation in the STEM industry. Journal of Social Marketing, 2018, 8, 442-460. | 2.3 | 15 |
| 3 | E-therapy and social work practice: Benefits, barriers, and training. International Social Work, 2020, 63, 730-745. | 1.6 | 15 |
| 4 | Is stereotypical gender targeting effective for increasing service choice?. Journal of Retailing and Consumer Services, 2018, 44, 35-44. | 9.4 | 14 |
| 5 | Exploring the usefulness of medical clowns in elevating satisfaction and reducing aggressive tendencies in pediatric and adult hospital wards. BMC Health Services Research, 2021, 21, 15. | 2.2 | 10 |
| 6 | The context of choice as boundary condition for gender differences in brand choice considerations. European Journal of Marketing, 2018, 52, 1280-1304. | 2.9 | 8 |
| 7 | Cognitive Image, Mental Imagery, and Responses (CI-MI-R): Mediation and Moderation Effects. Journal of Travel Research, 2022, 61, 903-920. | 9.0 | 7 |
| 8 | Women and Men's Perspectives on the Factors Related to Women's Dyadic Sexual Desire, and on the Treatment of Hypoactive Sexual Desire Disorder. Journal of Clinical Medicine, 2021, 10, 5321. | 2.4 | 2 |
| 9 | The contribution of parental smoking history and socio-demographic factors to the smoking behavior of Israeli women. Psychology, Health and Medicine, 2014, 19, 625-634. | 2.4 | 1 |
| 10 | Problematic product management: the case of <i>flibanserin</i> to address women's hypoactive sexual desire disorder. International Journal of Pharmaceutical and Healthcare Marketing, 2022, ahead-of-print, . | 1.3 | 0 |
| 11 | Do Americans seek pleasure while Chinese care about others' approval? Examining stereotypical utilities positioning in brand choice contexts. Journal of Product and Brand Management, 2022, ahead-of-print, . | 4.3 | 0 |