

# Enav Friedmann

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5988830/publications.pdf>

Version: 2024-02-01

11  
papers

93  
citations

1307594

7  
h-index

1474206

9  
g-index

11  
all docs

11  
docs citations

11  
times ranked

73  
citing authors

#	ARTICLE	IF	CITATIONS
1	Cognitive Image, Mental Imagery, and Responses (CI-MI-R): Mediation and Moderation Effects. Journal of Travel Research, 2022, 61, 903-920.	9.0	7
2	Problematic product management: the case of <i>flibanserin</i> to address womenâ€™s hypoactive sexual desire disorder. International Journal of Pharmaceutical and Healthcare Marketing, 2022, ahead-of-print, .	1.3	0
3	Do Americans seek pleasure while Chinese care about othersâ€™ approval? Examining stereotypical utilities positioning in brand choice contexts. Journal of Product and Brand Management, 2022, ahead-of-print, .	4.3	0
4	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
5	Women and Menâ€™s Perspectives on the Factors Related to Womenâ€™s Dyadic Sexual Desire, and on the Treatment of Hypoactive Sexual Desire Disorder. Journal of Clinical Medicine, 2021, 10, 5321.	2.4	2
6	E-therapy and social work practice: Benefits, barriers, and training. International Social Work, 2020, 63, 730-745.	1.6	15
7	Gender segmentation to increase brand preference? The role of product involvement. Journal of Product and Brand Management, 2019, 28, 408-420.	4.3	21
8	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
9	Increasing womenâ€™s participation in the STEM industry. Journal of Social Marketing, 2018, 8, 442-460.	2.3	15
10	Is stereotypical gender targeting effective for increasing service choice?. Journal of Retailing and Consumer Services, 2018, 44, 35-44.	9.4	14
11	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