

# Giuseppe Musarra

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6206406/publications.pdf>

Version: 2024-02-01

6  
papers

80  
citations

1684188

5  
h-index

1872680

6  
g-index

6  
all docs

6  
docs citations

6  
times ranked

63  
citing authors

#	ARTICLE	IF	CITATIONS
1	Machiavellianism in Alliance Partnerships. <i>Journal of Marketing</i> , 2023, 87, 168-189.	11.3	7
2	How need for closure and deal proneness shape consumers' freemium versus premium price choices. <i>Journal of Business Research</i> , 2022, 143, 157-170.	10.2	1
3	How and when Narcissism and faith in humanity drive sustainable consumption. <i>Psychology and Marketing</i> , 2022, 39, 1706-1724.	8.2	9
4	Pathways to Civic Engagement with Big Social Issues: An Integrated Approach. <i>Journal of Business Ethics</i> , 2020, 164, 261-285.	6.0	14
5	Outside-in marketing: Renaissance and future. <i>Industrial Marketing Management</i> , 2020, 89, 98-101.	6.7	15
6	The influence of desire for control on monitoring decisions and performance outcomes in strategic alliances. <i>Industrial Marketing Management</i> , 2016, 55, 10-21.	6.7	34