

Barbara Czarnecka

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6374096/publications.pdf>

Version: 2024-02-01

5
papers

77
citations

1684188

5
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

30
citing authors

#	ARTICLE	IF	CITATIONS
1	Do Consumers Acculturated to Global Consumer Culture Buy More Impulsively? The Moderating Role of Attitudes towards and Beliefs about Advertising. <i>Journal of Global Marketing</i> , 2019, 32, 219-238.	3.4	22
2	How values of individualism and collectivism influence impulsive buying and money budgeting: the mediating role of acculturation to global consumer culture. <i>Journal of Consumer Behaviour</i> , 2020, 19, 505-522.	4.2	20
3	Individualism/collectivism and perceived consumer effectiveness: The moderating role of globalâ€“local identities in a postâ€“transitional European economy. <i>Journal of Consumer Behaviour</i> , 2022, 21, 180-196.	4.2	14
4	Effects of social media brand-related content on fashion products buying behaviour â€“ a moderated mediation model. <i>Journal of Product and Brand Management</i> , 2022, 31, 1047-1062.	4.3	14
5	Variation in the timing of Covid-19 communication across universities in the UK. <i>PLoS ONE</i> , 2021, 16, e0246391.	2.5	7