

# Rosy Boardman

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6386566/publications.pdf>

Version: 2024-02-01

8  
papers

138  
citations

1478280

6  
h-index

1719901

7  
g-index

8  
all docs

8  
docs citations

8  
times ranked

102  
citing authors

#	ARTICLE	IF	CITATIONS
1	Shopping channel preference and usage motivations. <i>Journal of Fashion Marketing and Management</i> , 2018, 22, 270-284.	1.5	37
2	The impact of product presentation on decision-making and purchasing. <i>Qualitative Market Research</i> , 2019, 22, 365-380.	1.0	25
3	Attention and behaviour on fashion retail websites: an eye-tracking study. <i>Information Technology and People</i> , 2022, 35, 2219-2240.	1.9	21
4	Why do online retailers succeed? The identification and prioritization of success factors for Indian fashion retailers. <i>Electronic Commerce Research and Applications</i> , 2020, 39, 100906.	2.5	18
5	Inclusive or exclusive? Investigating how retail technology can reduce old consumers' barriers to shopping. <i>Journal of Retailing and Consumer Services</i> , 2022, 68, 103074.	5.3	14
6	International flagship stores: an exploration of store atmospherics and their influence on purchase behaviour. <i>International Journal of Business and Globalisation</i> , 2019, 22, 110.	0.1	13
7	Exploring attention on a retailer's homepage: an eye-tracking & qualitative research study. <i>Behaviour and Information Technology</i> , 2023, 42, 1064-1080.	2.5	6
8	Attitudes Towards Brands' Facebook Pages Across Different Age Groups. , 2019, , 117-133.		4