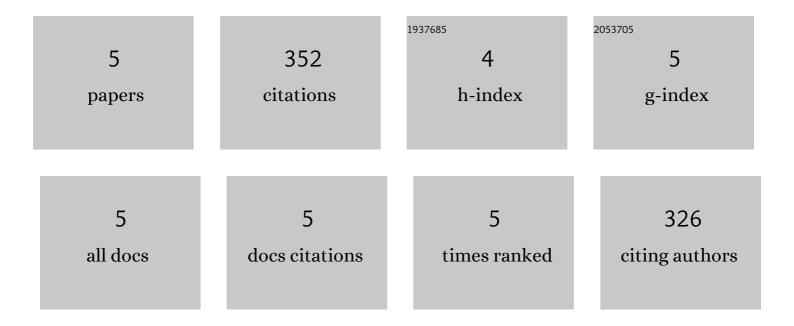
J JoÅ;ko Brakus

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/6399374/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	From experiential psychology to consumer experience. Journal of Consumer Psychology, 2015, 25, 166-171.	4.5	252
2	New insights into the impact of digital signage as a retail atmospheric tool. Journal of Consumer Behaviour, 2012, 11, 454-466.	4.2	71
3	A Cross-National Study of Evolutionary Origins of Gender Shopping Styles: She Gatherer, He Hunter?. Journal of International Marketing, 2018, 26, 38-53.	4.4	17
4	Experiences and happiness: The role of gender. Psychology and Marketing, 2022, 39, 1646-1659.	8.2	11
5	A Cross-National Study of Evolutionary Origins of Gender Shopping Styles: She Gatherer, He Hunter?. Journal of International Marketing, 2018, , .	4.4	1