

J JoÅiko Brakus

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6399374/publications.pdf>

Version: 2024-02-01

5
papers

352
citations

1937685

4
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

326
citing authors

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