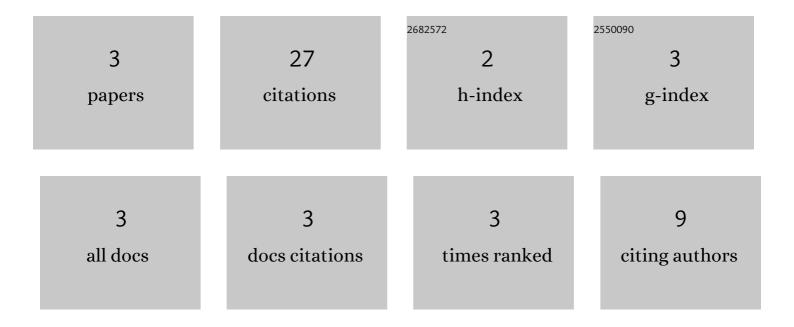
## Seth Ketron

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/6545402/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Blame and service recovery strategies in lateral exchange markets. Journal of Strategic Marketing, 2022, 30, 3-21.	5.5	1
2	How retailer ownership of vs. collaboration with sharing economy apps affects anticipated service quality and value co-creation. Journal of Business Research, 2022, 140, 684-692.	10.2	15
3	Representational versus abstract imagery: Effects on purchase intentions between vice and virtue foods. Journal of Business Research, 2021, 125, 52-62.	10.2	11