

Seth Ketron

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6545402/publications.pdf>

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3
papers

27
citations

2682572

2
h-index

2550090

3
g-index

3
all docs

3
docs citations

3
times ranked

9
citing authors

#	ARTICLE	IF	CITATIONS
1	Blame and service recovery strategies in lateral exchange markets. <i>Journal of Strategic Marketing</i> , 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. <i>Journal of Business Research</i> , 2022, 140, 684-692.	10.2	15
3	Representational versus abstract imagery: Effects on purchase intentions between vice and virtue foods. <i>Journal of Business Research</i> , 2021, 125, 52-62.	10.2	11