

Marzia Ingrassia

List of Publications by Year in descending order

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28
papers

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759233

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188
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 1 | Digital Influencers, Food and Tourismâ€”A New Model of Open Innovation for Businesses in the Ho.Re.Ca. Sector. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> , 2022, 8, 50. | 5.2 | 28 |
| 2 | Pasta experience: Eating with the five sensesâ€”a pilot study. <i>AIMS Agriculture and Food</i> , 2018, 3, 493-520. | 1.6 | 27 |
| 3 | Italian Consumersâ€™ Preferences for Pasta and Consumption Trends: Tradition or Innovation?. <i>Journal of International Food and Agribusiness Marketing</i> , 2020, 32, 337-360. | 2.1 | 25 |
| 4 | Quality Factors Influencing Consumer Demand for Small Fruit by Focus Group and Sensory Test. <i>Journal of Food Products Marketing</i> , 2017, 23, 857-872. | 3.3 | 20 |
| 5 | The Wine Influencers: Exploring a New Communication Model of Open Innovation for Wine Producersâ€”A Netnographic, Factor and AGIL Analysis. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> , 2020, 6, 165. | 5.2 | 19 |
| 6 | Study of Consumer Preferences in Regard to the Blonde Orange Cv. Washington Navelâ€”Arancia Di Ribera PDO. <i>Journal of Food Products Marketing</i> , 2017, 23, 799-816. | 3.3 | 18 |
| 7 | Soil Carbon Budget Account for the Sustainability Improvement of a Mediterranean Vineyard Area. <i>Agronomy</i> , 2020, 10, 336. | 3.0 | 17 |
| 8 | Influence of an evoked pleasant consumption context on consumersâ€™ hedonic evaluation for minimally processed cactus pear (<i>Opuntia ficus-indica</i>) fruit. <i>Acta Horticulturae</i> , 2016, , 327-334. | 0.2 | 15 |
| 9 | Study of product repositioning for the Marsala Vergine DOC wine. <i>International Journal of Entrepreneurship and Small Business</i> , 2017, 32, 118. | 0.2 | 14 |
| 10 | The communicative power of an extreme territory â€” the Italian island of Pantelleria and its passito wine. <i>International Journal of Wine Business Research</i> , 2018, 30, 292-308. | 2.0 | 14 |
| 11 | Study of Wine Producersâ€™ Marketing Communication in Extreme Territoriesâ€”Application of the AGIL Scheme to Wineriesâ€™ Website Features. <i>Agronomy</i> , 2020, 10, 721. | 3.0 | 14 |
| 12 | STUDY OF THE IMPORTANCE OF EMOTIONAL FACTORS CONNECTED TO THE COLORS OF FRESH-CUT CACTUS PEAR FRUITS IN CONSUMER PURCHASE CHOICES FOR A MARKETING POSITIONING STRATEGY. <i>Acta Horticulturae</i> , 2015, , 209-215. | 0.2 | 12 |
| 13 | SENSORY EVALUATION AND SUITABILITY FOR FRESH-CUT PRODUCE OF WHITE PEACH [PRUNUS PERSICA (L.) BATSCH] 'SETTEMBRINA DI BIVONA'. <i>Acta Horticulturae</i> , 2015, , 787-790. | 0.2 | 11 |
| 14 | Consumer preferences for fig fruit (<i>Ficus carica</i> L.) quality attributes and postharvest storage at low temperature by in-store survey and focus group. <i>Acta Horticulturae</i> , 2017, , 383-388. | 0.2 | 10 |
| 15 | Food and Religion in Sicilyâ€”A New Green Tourist Destination by an Ancient Route from the Past. <i>Sustainability</i> , 2021, 13, 6686. | 3.2 | 10 |
| 16 | Interactions between Street Food and Food Safety Topics in the Scientific Literatureâ€”A Bibliometric Analysis with Science Mapping. <i>Foods</i> , 2022, 11, 789. | 4.3 | 10 |
| 17 | Consumer acceptance and primary drivers of liking for small fruits. <i>Acta Horticulturae</i> , 2018, , 1147-1154. | 0.2 | 8 |
| 18 | Consumption of spices and ethnic contamination in the daily diet of Italians - consumersâ€™ preferences and modification of eating habits. <i>Journal of Ethnic Foods</i> , 2021, 8, . | 1.9 | 7 |

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 19 | The Brandâ€™Land Identity of Etna Volcano Valley Wines: A Policy Delphi Study. Agriculture (Switzerland), 2022, 12, 811. | 3.1 | 6 |
| 20 | Influence of Coherent Context for Positioning Distinctive and Iconic Sicilian Sparkling Wines: Effect of a Sensorial Experience on a Gulet. Journal of International Food and Agribusiness Marketing, 2022, 34, 144-175. | 2.1 | 5 |
| 21 | Is Environmental Sustainability Also â€™Economically Efficientâ€™? The Case of the â€™SOSustainâ€™-Certification for Sicilian Sparkling Wines. Sustainability, 2022, 14, 7359. | 3.2 | 5 |
| 22 | Studio di alcuni aspetti della domanda di arance bionde mediante la Cluster Analysis. Il Caso delle arance di Ribera dop e possibili strategie di mercato. Economia Agro-Alimentare, 2012, , 217-233. | 0.5 | 3 |
| 23 | Study on consumer preferences for quality attributes of fig fruit after storage at room temperature. Acta Horticulturae, 2021, , 135-140. | 0.2 | 1 |
| 24 | Study of product repositioning for the Marsala Vergine DOC wine. International Journal of Entrepreneurship and Small Business, 2017, 32, 1. | 0.2 | 1 |
| 25 | 6. Consumption of pasta in Italy: factors affecting preferences. , 2020, , . | | 1 |
| 26 | JIFAM Special Issue on Experiential Marketing: Perspectives from the International Agro-food Sector. Journal of International Food and Agribusiness Marketing, 2022, 34, 121-122. | 2.1 | 1 |
| 27 | La comunicazione: un valido strumento per la competitivitÃ• delle aziende vinicole. Economia Agro-Alimentare, 2011, , 43-57. | 0.5 | 0 |
| 28 | The behaviour of non consumers of organic food: suggestions on marketing strategies to attract new market segments. Rivista Di Economia Agraria, 2013, , 47-63. | 0.2 | 0 |