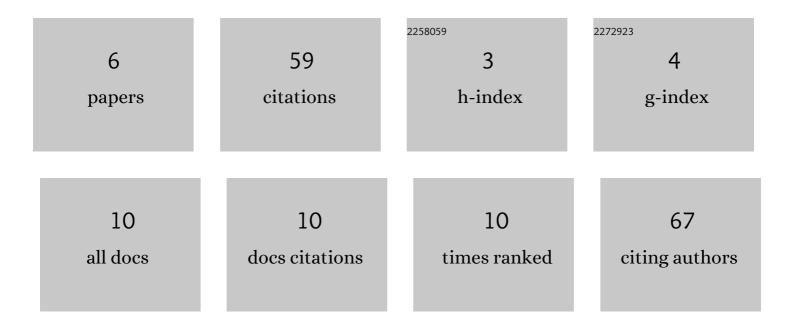
Burak Tunca

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/660878/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	†You are where you shop': Examining stereotypes about town center shoppers. Journal of Retailing and Consumer Services, 2019, 51, 242-252.	9.4	5
2	Exciting on Facebook or competent in the newspaper? Media effects on consumers' perceptions of brands in the fashion category. Journal of Marketing Communications, 2019, 25, 720-737.	4.0	7
3	Selfâ€esteem discrepancies and identityâ€expressive consumption: Evidence from Norwegian adolescents. International Journal of Psychology, 2018, 53, 1-6.	2.8	3
4	The Role of Entrepreneurial and Networking Orientations in Developing Marketing Capabilities of Born Global Firms. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2017, , 770-779.	0.2	0
5	An integrated retailer image and brand equity framework: Re-examining, extending, and restructuring retailer brand equity. Journal of Retailing and Consumer Services, 2017, 38, 194-203.	9.4	43
6	Research Note: A Cross-Cultural Validation of Brand Personality Scales in Norway. SSRN Electronic Journal, 0, , .	0.4	0