

Burak Tunca

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/660878/publications.pdf>

Version: 2024-02-01

6
papers

59
citations

2258059

3
h-index

2272923

4
g-index

10
all docs

10
docs citations

10
times ranked

67
citing authors

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