

Fabien Pecot

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/696347/publications.pdf>

Version: 2024-02-01

10
papers

192
citations

1307594

7
h-index

1474206

9
g-index

10
all docs

10
docs citations

10
times ranked

111
citing authors

#	ARTICLE	IF	CITATIONS
1	Visually communicating brand heritage on social media: champagne on Instagram. Journal of Product and Brand Management, 2022, 31, 654-670.	4.3	8
2	Why and when is older better? The role of brand heritage and of the product category in the evaluation of brand longevity. Journal of Business Research, 2022, 140, 533-545.	10.2	12
3	Expressions of the past: A practice-based approach of brand longevity visual translation in advertising. Journal of Business Research, 2022, 150, 121-133.	10.2	1
4	How political ideology drives anti-consumption manifestations. Journal of Business Research, 2021, 128, 61-69.	10.2	11
5	Theorizing rightist anti-consumption. Marketing Theory, 2020, 20, 385-407.	3.1	13
6	Brand heritage as a temporal perception: conceptualisation, measure and consequences. Journal of Marketing Management, 2019, 35, 1624-1643.	2.3	25
7	Cognitive outcomes of brand heritage: A signaling perspective. Journal of Business Research, 2018, 85, 304-316.	10.2	85
8	Brands using historical references: a consumersâ€™ perspective. Journal of Brand Management, 2018, 25, 171-184.	3.5	12
9	Brand heritage: The past in the service of brand management. Recherche Et Applications En Marketing, 2017, 32, 72-90.	0.5	22
10	Corporate Heritage or Corporate Inheritance*. , 2017, , 302-314.		3