

Peter Andersen

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6973185/publications.pdf>

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2
papers

10
citations

3311329

1
h-index

3475517

1
g-index

2
all docs

2
docs citations

2
times ranked

7
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumer response to marketing channels: A demand-based approach. Journal of Marketing Channels, 2020, 26, 43-59.	0.4	10
2	The Effects of Airline Mergers on Consumers' Perceptions of Services and Behavioral Responses. Journal of Consumer Affairs, 2019, 53, 355-381.	2.3	0