

Isabella Chaney

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7342821/publications.pdf>

Version: 2024-02-01

6
papers

248
citations

1684188

5
h-index

2053705

5
g-index

7
all docs

7
docs citations

7
times ranked

240
citing authors

#	ARTICLE	IF	CITATIONS
1	Size does matter: Effects of in-game advertising stimuli on brand recall and brand recognition. Computers in Human Behavior, 2018, 86, 311-318.	8.5	34
2	Luxury fashion brands. Qualitative Market Research, 2015, 18, 298-319.	1.5	51
3	Luxury Brands in the Digital Age – the Trust Factor. , 2013, , 207-219.		10
4	Retail store ownership influences on Chinese consumers. International Business Review, 2008, 17, 170-183.	4.8	38
5	The Influence of Domestic Interfirm Networks on the Internationalization Process of Taiwanese SMEs. Asia Pacific Business Review, 2007, 13, 565-583.	2.9	68
6	Cause related marketing in New Zealand. International Journal of Nonprofit and Voluntary Sector Marketing, 2001, 6, 156-163.	0.8	47