

Gaël Bonnin

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7815914/publications.pdf>

Version: 2024-02-01

6
papers

207
citations

1478505

6
h-index

1872680

6
g-index

6
all docs

6
docs citations

6
times ranked

170
citing authors

#	ARTICLE	IF	CITATIONS
1	Must smart objects look human? Study of the impact of anthropomorphism on the acceptance of companion robots. <i>Recherche Et Applications En Marketing</i> , 2016, 31, 2-20.	0.5	63
2	The roles of perceived risk, attractiveness of the online store and familiarity with AR in the influence of AR on patronage intention. <i>Journal of Retailing and Consumer Services</i> , 2020, 52, 101938.	9.4	57
3	The kinetic quality of store design: An Exploration of its influence on shopping experience. <i>Journal of Retailing and Consumer Services</i> , 2012, 19, 637-643.	9.4	38
4	La mobilité du consommateur en magasin : une étude exploratoire de l'influence de l'aménagement spatial sur les stratégies d'appropriation des espaces de grande distribution. <i>Recherche Et Applications En Marketing</i> , 2003, 18, 7-29.	0.5	26
5	The narrative strategies of B2B technology brands. <i>Journal of Business and Industrial Marketing</i> , 2019, 34, 1448-1458.	3.0	14
6	Consumers' neutralization strategies to counter normative pressure: The case of illegal downloading. <i>Recherche Et Applications En Marketing</i> , 2014, 29, 103-121.	0.5	9