GaÃ«l Bonnin

List of Publications by Year
in descending order

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	The roles of perceived risk, attractiveness of the online store and familiarity with AR in the influence of AR on patronage intention. Journal of Retailing and Consumer Services, 2020, 52, 101938.	9.4	57
2	The narrative strategies of B2B technology brands. Journal of Business and Industrial Marketing, 2019, 34, 1448-1458.	3.0	14
3	Must smart objects look human? Study of the impact of anthropomorphism on the acceptance of companion robots. Recherche Et Applications En Marketing, 2016, 31, 2-20.	0.5	63
4	Consumers' neutralization strategies to counter normative pressure: The case of illegal downloading. Recherche Et Applications En Marketing, 2014, 29, 103-121.	0.5	9
5	The kinetic quality of store design: An Exploration of its influence on shopping experience. Journal of Retailing and Consumer Services, 2012, 19, 637-643.	9.4	38
6	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. Recherche Et Applications En Marketing, 2003, 18, 7-29.	0.5	26