

Lina Pileliene

List of Publications by Year in descending order

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44
papers

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45
all docs

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times ranked

156
citing authors

#	ARTICLE	IF	CITATIONS
1	Emotional or Rational? The Determination of the Influence of Advertising Appeal on Advertising Effectiveness. <i>Scientific Annals of Economics and Business</i> , 2016, 63, 391-414.	1.1	38
2	Customer perceived service quality and loyalty in Islamic banks. <i>TQM Journal</i> , 2016, 28, 62-78.	3.3	32
3	The effect of female celebrity spokesperson in FMCG advertising: neuromarketing approach. <i>Journal of Consumer Marketing</i> , 2017, 34, 202-213.	2.3	29
4	Influence of print advertising layout complexity on visual attention. <i>Eurasian Business Review</i> , 2016, 6, 237-251.	4.2	19
5	Consumer attitudes and behavior towards organic products: Evidence from the Lithuanian market. <i>Journal of Entrepreneurship, Management and Innovation</i> , 2021, 17, 269-299.	1.3	8
6	Colour temperature in advertising and its impact on consumer purchase intentions. <i>Oeconomia Copernicana</i> , 2017, 8, 657-669.	6.0	8
7	Relationship between Spokesperson's Gender and Advertising Color Temperature in a Framework of Advertising Effectiveness. <i>Scientific Annals of Economics and Business</i> , 2017, 64, 1-13.	1.1	7
8	Customer satisfaction in catering industry: Contrasts between Lithuania and Portugal. <i>Tourism and Management Studies</i> , 2016, 12, 53-59.	2.5	6
9	The Effect of Country-of-origin on Beauty Products Choice in Lithuania. <i>Procedia, Social and Behavioral Sciences</i> , 2014, 156, 458-462.	0.5	4
10	Interaction between satisfaction and loyalty of lithuanian rural tourists: a moderating effect of perceived value. <i>Management Theory and Studies for Rural Business and Infrastructure Development</i> , 2014, 36, 927-936.	0.9	4
11	Attitude toward smoking: the effect of negative smoking-related pictures. <i>Oeconomia Copernicana</i> , 2017, 8, .	6.0	4
12	ELABORATION OF HOLISTIC TOURIST SATISFACTION INDEX MODEL FOR LITHUANIA. <i>Baltic Journal of Economic Studies</i> , 2019, 5, 17.	0.5	4
13	CUSTOMER SATISFACTION WITH CATERING SERVICES IN LITHUANIA. <i>Regional Formation and Development Studies</i> , 2021, 11, 75-87.	0.1	3
14	REKLAMOS PARDAVIMO VIETOJE PADÄ-TIS: NEUROMARKETINGO ASPEKTAS. <i>Management Theory and Studies for Rural Business and Infrastructure Development</i> , 2016, 38, 359-367.	0.9	3
15	Research of Factors Influencing Customer Switching Behaviour in Farmers Markets in Lithuania. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2
16	Determination of customer satisfaction with supermarkets in Lithuania. <i>Organizacijų Vadyba: Sisteminiai Tyrimai</i> , 2013, 66, 99-114.	0.3	2
17	How do brand associations affect purchase intentions? A case of organic products. , 2017, , .		2
18	The index of tourist satisfaction with Lithuania. <i>European Journal of Tourism Hospitality and Recreation</i> , 2016, 7, 30-39.	0.8	1

#	ARTICLE	IF	CITATIONS
19	A Model of Website Quality-Based E-Commerce Satisfaction Index. Scientific Annals of Economics and Business, 2016, 63, 29-46.	1.1	1
20	NeinvaziniÅ³ galvos smegenÅ³ elektrinio aktyvumo tyrimÅ³ metodÅ³ ir Å¼vilgsnio sekimo sistemos taikymo galimybÅ—s reklamos efektyvumo vertinimui. Management Theory and Studies for Rural Business and Infrastructure Development, 2015, 37, 212-220.	0.9	1
21	Effect of visual cues on static advertisement viewing patterns. , 2018, , .		1
22	Assessment of Lithuanian rural homesteadsâ€™™ websites quality. , 2018, , .		1
23	VartotojÅ³ pasitenkinimo â€ŽÅœili picaâ€™picerijÅ³ paslaugomis nustatymas. OrganizacijÅ³ Vadyba: Sisteminiai Tyrimai, 2012, 64, 69-85.	0.3	1
24	Interaction between satisfaction and loyalty of Lithuanian tourists: a moderating effect of natural features. Management Theory and Studies for Rural Business and Infrastructure Development, 2014, 36, 288-296.	0.9	1
25	Determination Of Customer Preferences For Benefits Provided By Sales Promotion At Shopping Centres In Lithuania. Analele Stiintifice Ale Universitatii 'Al I Cuza' Din Iasi Sectiunea Ilc, Stiinte Economice (1976), 2015, 62, 85-92.	0.1	0
26	Promoting the Domestic Tourism: Modelling Advertising Layout. SSRN Electronic Journal, 2016, , .	0.4	0
27	SATISFACTION AND LOYALTY OF LITHUANIAN RURAL TOURISTS: SEGMENTATION AND MANAGERIAL IMPLICATIONS. Regional Formation and Development Studies, 0, , 64.	0.1	0
28	Accommodation Enterprisesâ€™™ Marketing Communication for Lithuanian Consumer in the Context of Cultural Peculiarities. OrganizacijÅ³ Vadyba: Sisteminiai Tyrimai, 2012, 63, 83-97.	0.3	0
29	ProduktÅ³ demonstravimo vaidybiniuose filmuose ypatumai (teorinis aspektas). Laisvalaikio Tyrimai, 2013, 1, 1-10.	0.0	0
30	ProduktÅ³ demonstravimo lietuviÅ¼kuose vaidybiniuose filmuose ypatumai. OrganizacijÅ³ Vadyba: Sisteminiai Tyrimai, 2013, 65, 77-93.	0.3	0
31	GairiÅ³ produktÅ³ demonstravimui lietuviÅ¼kuose vaidybiniuose filmuose nustatymas. OrganizacijÅ³ Vadyba: Sisteminiai Tyrimai, 2013, 68, 93-108.	0.3	0
32	ProduktÅ³ demonstravimo vaizdo Å¼aidime veiksmingumo vertinimas. OrganizacijÅ³ Vadyba: Sisteminiai Tyrimai, 2014, 70, 7-21.	0.3	0
33	VaizdiniÅ³ reklamos elementÅ³ sÅœ...saja su reklamos efektyvumu : teorinÅ—s Å¼valgos. OrganizacijÅ³ Vadyba: Sisteminiai Tyrimai, 2014, 71, 111-124.	0.3	0
34	Complexity of print advertising : theoretical insights. OrganizacijÅ³ Vadyba: Sisteminiai Tyrimai, 2014, 70, 65-77.	0.3	0
35	Lietuvos turistÅ³ pasitenkinimo indekso modelis : teorinÅ—s Å¼valgos. OrganizacijÅ³ Vadyba: Sisteminiai Tyrimai, 2014, 69, 107-118.	0.3	0
36	Modelling of the Impact of Advertising Source on Advertising Effectiveness: Theoretical Insights. OrganizacijÅ³ Vadyba: Sisteminiai Tyrimai, 2015, 73, 49-61.	0.3	0

#	ARTICLE	IF	CITATIONS
37	Determination of Factors Affecting Petrol Station Brand Choice in Lithuania. Eurasian Studies in Business and Economics, 2016, , 535-543.	0.4	0
38	Brand placement in sports video games: trends and perspectives. Organizacijâššâ•Vadyba: Sisteminiai Tyrimai, 2016, 75, 111-120.	0.3	0
39	Consumer Attention Online: How to be Visible?. Central European Business Review, 2017, 6, 30-44.	1.6	0
40	Customer loyalty to a grocery retailer: differences between urban and rural areas of Lithuania. , 2017, , .		0
41	Gender-induced Differences while Choosing Cosmetics for Men: A Case of Lithuania. Organizacijâššâ•Vadyba: Sisteminiai Tyrimai, 2018, 80, 101-114.	0.3	0
42	Local tourist satisfaction with their holiday in Lithuania. , 2019, , .		0
43	Research of factors influencing different generationsâ€™ customers switching behaviour in farmersâ€™ markets in Lithuania. , 2019, , .		0
44	Service quality concerns of farmers selling their property through real estate agencies. , 2019, , .		0