## Lina Pileliene

List of Publications by Year in descending order

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1478505 1199594 44 183 12 6 citations h-index g-index papers 45 45 45 156 citing authors all docs docs citations times ranked

#	Article	IF	CITATIONS
1	CUSTOMER SATISFACTION WITH CATERING SERVICES IN LITHUANIA. Regional Formation and Development Studies, 2021, 11, 75-87.	0.1	3
2	Consumer attitudes and behavior towards organic products: Evidence from the Lithuanian market. Journal of Entrepreneurship, Management and Innovation, 2021, 17, 269-299.	1.3	8
3	Local tourist satisfaction with their holiday in Lithuania. , 2019, , .		O
4	Research of factors influencing different generations' customers switching behaviour in farmers' markets in Lithuania. , 2019, , .		0
5	ELABORATION OF HOLISTIC TOURIST SATISFACTION INDEX MODEL FOR LITHUANIA. Baltic Journal of Economic Studies, 2019, 5, 17.	0.5	4
6	Service quality concerns of farmers selling their property through real estate agencies. , 2019, , .		0
7	Effect of visual cues on static advertisement viewing patterns. , 2018, , .		1
8	Assessment of Lithuanian rural homesteads' websites quality. , 2018, , .		1
9	Gender-induced Differences while Choosing Cosmetics for Men: A Case of Lithuania. Organizacijâ^šâ^• Vadyba: Sisteminiai Tyrimai, 2018, 80, 101-114.	0.3	0
10	The effect of female celebrity spokesperson in FMCG advertising: neuromarketing approach. Journal of Consumer Marketing, 2017, 34, 202-213.	2.3	29
11	Relationship between Spokesperson's Gender and Advertising Color Temperature in a Framework of Advertising Effectiveness. Scientific Annals of Economics and Business, 2017, 64, 1-13.	1.1	7
12	Colour temperature in advertising and its impact on consumer purchase intentions. Oeconomia Copernicana, 2017, 8, 657-669.	6.0	8
13	Attitude toward smoking: the effect of negative smoking-related pictures. Oeconomia Copernicana, 2017, 8, .	6.0	4
14	Consumer Attention Online: How to be Visible?. Central European Business Review, 2017, 6, 30-44.	1.6	0
15	Customer loyalty to a grocery retailer: differences between urban and rural areas of Lithuania. , 2017,		O
16	How do brand associations affect purchase intentions? A case of organic products. , 2017, , .		2
17	Promoting the Domestic Tourism: Modelling Advertising Layout. SSRN Electronic Journal, 2016, , .	0.4	О
18	The index of tourist satisfaction with Lithuania. European Journal of Tourism Hospitality and Recreation, 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	Emotional or Rational? The Determination of the Influence of Advertising Appeal on Advertising Effectiveness. Scientific Annals of Economics and Business, 2016, 63, 391-414.	1.1	38
21	Influence of print advertising layout complexity on visual attention. Eurasian Business Review, 2016, 6, 237-251.	4.2	19
22	Customer perceived service quality and loyalty in Islamic banks. TQM Journal, 2016, 28, 62-78.	3.3	32
23	REKLAMOS PARDAVIMO VIETOJE PADÄ–TIS: NEUROMARKETINGO ASPEKTAS. Management Theory and Studies for Rural Business and Infrastructure Development, 2016, 38, 359-367.	0.9	3
24	Customer satisfaction in catering industry: Contrasts between Lithuania and Portugal. Tourism and Management Studies, 2016, 12, 53-59.	2.5	6
25	Determination of Factors Affecting Petrol Station Brand Choice in Lithuania. Eurasian Studies in Business and Economics, 2016, , 535-543.	0.4	O
26	Brand placement in sports video games: trends and perspectives. Organizacijâ^šâ^•Vadyba: Sisteminiai Tyrimai, 2016, 75, 111-120.	0.3	0
27	Determination Of Customer Preferences For Benefits Provided By Sales Promotion At Shopping Centres In Lithuania. Analele Stiintifice Ale Universitatii 'Al I Cuza' Din lasi Sectiunea IIIc, Stiinte Economice (1976), 2015, 62, 85-92.	0.1	O
28	NeinvaziniÅ <sup>3</sup> galvos smegenÅ <sup>3</sup> elektrinio aktyvumo tyrimÅ <sup>3</sup> metodÅ <sup>3</sup> ir Å <sup>3</sup> ⁄4vilgsnio sekimo sistemos taikymo galimybÄ—s reklamos efektyvumo vertinimui. Management Theory and Studies for Rural Business and Infrastructure Development, 2015, 37, 212-220.	0.9	1
29	Modelling of the Impact of Advertising Source on Advertising Effectiveness: Theoretical Insights. Organizacijâ^šâ^•Vadyba: Sisteminiai Tyrimai, 2015, 73, 49-61.	0.3	O
30	The Effect of Country-of-origin on Beauty Products Choice in Lithuania. Procedia, Social and Behavioral Sciences, 2014, 156, 458-462.	0.5	4
31	Interaction between satisfaction and loyalty of lithuanian rural tourists: a moderating effect of perceived value. Management Theory and Studies for Rural Business and Infrastructure Development, 2014, 36, 927-936.	0.9	4
32	Produktų demonstravimo vaizdo žaidime veiksmingumo vertinimas. Organizacijâ^ŝâ^•Vadyba: Sisteminiai Tyrimai, 2014, 70, 7-21.	0.3	0
33	Vaizdinių reklamos elementų sÄ…saja su reklamos efektyvumu : teorinÄ—s Ä⁻žvalgos. Organizacijâ^šâ^•Vadyb Sisteminiai Tyrimai, 2014, 71, 111-124.	a: 0.3	0
34	Complexity of print advertising: theoretical insights. Organizacijâ^šâ^•Vadyba: Sisteminiai Tyrimai, 2014, 70, 65-77.	0.3	0
35	Lietuvos turistų pasitenkinimo indekso modelis : teorinės įžvalgos. Organizacij√∕Vadyba: Sisteminiai Tyrimai, 2014, 69, 107-118.	0.3	O
36	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

#	Article	IF	CITATION
37	Produktų demonstravimo vaidybiniuose filmuose ypatumai (teorinis aspektas). Laisvalaikio Tyrimai, 2013, 1, 1-10.	0.0	0
38	ProduktÅ <sup>3</sup> demonstravimo lietuviÅ <sub>i</sub> kuose vaidybiniuose filmuose ypatumai. Organizacijâ^šâ^•Vadyba: Sisteminiai Tyrimai, 2013, 65, 77-93.	0.3	0
39	Determination of customer satisfaction with supermarkets in Lithuania. Organizacijâ^šâ^•Vadyba: Sisteminiai Tyrimai, 2013, 66, 99-114.	0.3	2
40	Gairių produktų demonstravimui lietuviÅ¡kuose vaidybiniuose filmuose nustatymas. Organizacijâ^šâ^•Vadyba: Sisteminiai Tyrimai, 2013, 68, 93-108.	0.3	0
41	Vartotojų pasitenkinimo "Čili pica―picerijų paslaugomis nustatymas. Organizacijâ^šâ^•Vadyba: Sisteminiai Tyrimai, 2012, 64, 69-85.	0.3	1
42	Accommodation Enterprises' Marketing Communication for Lithuanian Consumer in the Context of Cultural Peculiarities. Organizacijâ^ŝâ^•Vadyba: Sisteminiai Tyrimai, 2012, 63, 83-97.	0.3	0
43	Research of Factors Influencing Customer Switching Behaviour in Farmerss Markets in Lithuania. SSRN Electronic Journal, 0, , .	0.4	2
44	SATISFACTION AND LOYALTY OF LITHUANIAN RURAL TOURISTS: SEGMENTATION AND MANAGERIAL IMPLICATIONS. Regional Formation and Development Studies, 0, , 64.	0.1	0