

Amália Maria Pinto da Cunha Brandão

List of Publications by Year in descending order

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Version: 2024-02-01

30
papers

326
citations

1039880

9
h-index

940416

16
g-index

31
all docs

31
docs citations

31
times ranked

166
citing authors

#	ARTICLE	IF	CITATIONS
1	Going (in)conspicuous: antecedents and moderators of luxury consumption. Journal of Marketing Analytics, 2023, 11, 202-218.	2.2	3
2	âœâ€™ hatinâ€™ itâ€™ Negative consumerâ€™brand relationships in online anti-brand communities. European Journal of Marketing, 2022, 56, 622-650.	1.7	31
3	Joining the Anti-Brand Communities on the Internet: Who and Why. Scientific Annals of Economics and Business, 2022, 69, 1-27.	0.5	3
4	Does Sustainable Consumption Behaviour Influence Luxury Services Purchase Intention?. Sustainability, 2022, 14, 7906.	1.6	8
5	Understanding the importance of eWOM on Higher Education Institutionsâ€™ brand equity. Journal of Marketing for Higher Education, 2021, 31, 261-279.	2.3	24
6	I canâ€™t stop hating you: an anti-brand-community perspective on apple brand hate. Journal of Product and Brand Management, 2021, 30, 1115-1133.	2.6	44
7	Measuring the effects of retail brand experiences and brand love on word of mouth: a cross-country study of IKEA brand. International Review of Retail, Distribution and Consumer Research, 2021, 31, 78-105.	1.3	22
8	A New Customer Brand Engagement Framework in Social Media. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2021, , 161-183.	0.7	0
9	Negative Customer Experience in Lifestyle Hotels. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2021, , 126-157.	0.7	0
10	The Implementation of Lean in Emergency Hospital Screening During the COVID-19 Pandemic. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2021, , 65-79.	0.7	0
11	Extending the theory of planned behaviour to understand the effects of barriers towards sustainable fashion consumption. European Business Review, 2021, 33, 742-774.	1.9	44
12	Artist jewelry designer entrepreneurship: does it only glitter or is it also gold?. Journal of Research in Marketing and Entrepreneurship, 2021, ahead-of-print, .	0.7	1
13	A dynamic approach to brand portfolio audit and brand architecture strategy. European Business Review, 2020, 32, 181-210.	1.9	8
14	Diffusing fashion information by social media fashion influencers: understanding antecedents and consequences. Journal of Fashion Marketing and Management, 2020, 24, 137-152.	1.5	23
15	Antecedents and consequences of brand hate: empirical evidence from the telecommunication industry. European Journal of Management and Business Economics, 2020, 30, 18-35.	1.7	21
16	The Counterfeit Market and the Luxury Goods. , 2020, , .		1
17	How Consumers Respond to Editorial Communication Strategies. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2020, , 364-389.	0.7	0
18	An Eye Tracking Study of the Effect of Sensory and Price In-Store Displays. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2020, , 23-49.	0.7	0

#	ARTICLE	IF	CITATIONS
19	See Now, Buy Now Model: A Passport to Fashion Brand Equity. Scientific Annals of Economics and Business, 2020, 67, 33-55.	0.5	0
20	DOES PRICE UNFAIRNESS PERCEPTION WILL STILL ENSURE PURCHASE INTENTION? : MEDIATION OF CONSUMER BRAND IDENTIFICATION AND BRAND TRUST. Global Fashion Management Conference, 2020, 2020, 1583-1586.	0.0	0
21	DIGITAL BRAND MANAGEMENT IN INTERNATIONAL CONTEXTS: CASE STUDY OF E-MARKETPLACE DIGITAL MARKETING FIRM. Global Fashion Management Conference, 2020, 2020, 1297-1300.	0.0	0
22	Antecedents and consequences of luxury brand engagement in social media. Spanish Journal of Marketing - ESIC, 2019, 23, 163-183.	2.7	40
23	INTERNATIONALIZATION STRATEGIES IN MUSIC FESTIVALS. Scientific Annals of Economics and Business, 2019, , 91-112.	0.5	3
24	Is Social Media a Passport to SMEs' Foreign Market Entry?. Scientific Annals of Economics and Business, 2019, 66, 253-265.	0.5	2
25	The impact of a firm's transparent manufacturing practices on women fashion shoppers. Journal of Global Fashion Marketing, 2018, 9, 322-342.	2.4	7
26	The importance of self in brand love in consumer-luxury brand relationships. Journal of Customer Behavior, 2018, 17, 189-210.	0.0	9
27	THE IMPACT OF BRAND LOVE IN BUILDING BRAND LOYALTY AMONG YOUNG CONSUMERS. Global Fashion Management Conference, 2018, 2018, 265-266.	0.0	0
28	EXAMINING THE ANTECEDENTS OF TWEENS' BRAND PREFERENCE FOR MOBILE NETWORK CHOICE DECISIONS. Global Fashion Management Conference, 2018, 2018, 1271-1282.	0.0	0
29	Determinants of brand relevance in a B2B service purchasing context. Journal of Business and Industrial Marketing, 2016, 31, 193-204.	1.8	32
30	O VALOR DA MARCA DAS EQUIPES ESPORTIVAS PROFISSIONAIS NA PERSPECTIVA DO CONSUMIDOR: UMA REVISÃO INTEGRATIVA. Movimento, 0, 27, e27039.	0.5	0