

# Marco Visentin

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8590648/publications.pdf>

Version: 2024-02-01

22  
papers

535  
citations

1040056

9  
h-index

677142

22  
g-index

23  
all docs

23  
docs citations

23  
times ranked

403  
citing authors

#	ARTICLE	IF	CITATIONS
1	Untying the knot: Drivers of the intention to downgrade the relationship in B2B service contexts. <i>Industrial Marketing Management</i> , 2022, 105, 200-210.	6.7	4
2	Book belly band as a visual cue: Assessing its impact on consumers' in-store responses. <i>Journal of Retailing and Consumer Services</i> , 2021, 59, 102359.	9.4	5
3	Sensing the virus. How social capital enhances hoteliers' ability to cope with COVID-19. <i>International Journal of Hospitality Management</i> , 2021, 94, 102820.	8.8	25
4	Linguistic drivers of misinformation diffusion on social media during the COVID-19 pandemic. <i>Italian Journal of Marketing</i> , 2021, 2021, 351-369.	2.8	6
5	Educational briefings in touristic facilities promote tourist sustainable behavior and customer loyalty. <i>Biological Conservation</i> , 2021, 259, 109122.	4.1	5
6	Words matter: How privacy concerns and conspiracy theories spread on twitter. <i>Psychology and Marketing</i> , 2021, 38, 1828-1846.	8.2	25
7	Love or hate? Hotels' gay-friendliness and their intention to maintain or diminish the hotel digital service relationship with OTAs. <i>Industrial Marketing Management</i> , 2021, 98, 28-40.	6.7	3
8	Tell me a story about yourself: The words of shopping experience and self-satisfaction. <i>Journal of Retailing and Consumer Services</i> , 2021, 63, 102703.	9.4	4
9	An empirical investigation of the drivers of CSR talk and walk in the fashion industry. <i>Journal of Cleaner Production</i> , 2020, 248, 119200.	9.3	25
10	Social capital and its effect on networked firm innovation and competitiveness. <i>Industrial Marketing Management</i> , 2020, 89, 422-430.	6.7	30
11	Fake news or true lies? Reflections about problematic contents in marketing. <i>International Journal of Market Research</i> , 2020, 62, 409-417.	3.8	36
12	Fake News, Real Problems for Brands: The Impact of Content Truthfulness and Source Credibility on consumers' Behavioral Intentions toward the Advertised Brands. <i>Journal of Interactive Marketing</i> , 2019, 45, 99-112.	6.2	133
13	Style and substance: a case study of the expansion of mature business-to-business relationships in the Italian clothing industry. <i>Journal of Business and Industrial Marketing</i> , 2017, 32, 153-166.	3.0	7
14	From Assessment to Purchase: A Three-Stage Model of the Marketing Funnel in Sponsorship Activities. <i>Journal of Sport Management</i> , 2016, 30, 615-628.	1.4	22
15	New Wines in New Bottles: The "Renaissance" of the Italian Wine Industry. <i>Industry and Innovation</i> , 2015, 22, 729-752.	3.1	10
16	Motivations of small firms to develop relationships with banks. <i>Journal of Business and Industrial Marketing</i> , 2015, 30, 96-104.	3.0	5
17	Happiness and the market: the ontology of the human being in Thomas Aquinas and modern functionalism. <i>Business Ethics</i> , 2014, 23, 430-444.	3.5	6
18	Shopping for fun or shopping to buy: Is it different online and offline?. <i>Journal of Retailing and Consumer Services</i> , 2014, 21, 258-267.	9.4	130

#	ARTICLE	IF	CITATIONS
19	Determinants and mediators of the intention to upgrade the contract in buyer-seller relationships. <i>Industrial Marketing Management</i> , 2012, 41, 1133-1141.	6.7	41
20	Group level learning and decision making: a simulation of a group of managers. <i>Journal of Experimental and Theoretical Artificial Intelligence</i> , 2011, 23, 137-152.	2.8	1
21	Genuine representation of brands: a new method of representing unbiased brand-by-attribute perceptions. <i>Journal of the Operational Research Society</i> , 2011, 62, 1120-1127.	3.4	3
22	Market feedback and group learning within organisations. <i>International Journal of Management Concepts and Philosophy</i> , 2006, 2, 66.	0.1	1