

Andres Rodriguez Veloso

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8635200/publications.pdf>

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8
papers

15
citations

2682335

2
h-index

2272820

4
g-index

8
all docs

8
docs citations

8
times ranked

19
citing authors

#	ARTICLE	IF	CITATIONS
1	Concept of innovation in low-income market. Revista Brasileira De Gestao De Negocios, 2018, 20, 127-149.	0.2	5
2	Rapport-building in luxury fashion retail: a collectivist culture case. Journal of Fashion Marketing and Management, 2020, 24, 251-276.	1.5	4
3	Desenvolvimento de um Framework de Adoção da Inovação no Mercado de Baixa Renda. RAC: Revista De Administração Contemporânea, 2018, 22, 726-744.	0.1	2
4	Innovation in the subsistence marketplace: an analysis considering multiple concepts and approaches. Innovation & Management Review, 2021, 18, 2-16.	1.1	2
5	Online advertising disclaimers in unregulated markets: use of disclaimers by multinational and local companies in the Brazilian toy industry. International Journal of Advertising, 2017, 36, 893-909.	4.2	1
6	Hora do Recreio: A Relação de Crianças e Adolescentes com os Alimentos na Perspectiva do Bem-Estar Alimentar. Revista Brasileira De Marketing, 2017, 16, 396-409.	0.1	1
7	Processamento de Marcas Pr©-Atentivo versus Atentivo: Um Teste das Diferenças no Registro dos Estmulos pelos Indivduos. Revista Brasileira De Marketing, 2013, 12, 01-26.	0.1	0
8	On foot, in the shopping cart or in the buggy: the influence of children on supermarket shopping. RACE: Revista De Administração, Contabilidade E Economia, 0, , 1-22.	0.1	0