

# 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

2681738

2  
h-index

2272555

4  
g-index

8  
all docs

8  
docs citations

8  
times ranked

19  
citing authors

#	ARTICLE	IF	CITATIONS
1	Innovation in the subsistence marketplace: an analysis considering multiple concepts and approaches. <i>Innovation &amp; Management Review</i> , 2021, 18, 2-16.	1.1	2
2	Rapport-building in luxury fashion retail: a collectivist culture case. <i>Journal of Fashion Marketing and Management</i> , 2020, 24, 251-276.	1.5	4
3	Desenvolvimento de um Framework de Adoção da Inovação no Mercado de Baixa Renda. <i>RAC: Revista De Administração Contemporânea</i> , 2018, 22, 726-744.	0.1	2
4	Concept of innovation in low-income market. <i>Revista Brasileira De Gestao De Negocios</i> , 2018, 20, 127-149.	0.2	5
5	Online advertising disclaimers in unregulated markets: use of disclaimers by multinational and local companies in the Brazilian toy industry. <i>International Journal of Advertising</i> , 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. <i>Revista Brasileira De Marketing</i> , 2017, 16, 396-409.	0.1	1
7	Processamento de Marcas Prático-Atentivo versus Atentivo: Um Teste das Diferenças no Registro dos Estímulos pelos Indivíduos. <i>Revista Brasileira De Marketing</i> , 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. <i>RACE: Revista De Administração, Contabilidade E Economia</i> , 0, , 1-22.	0.1	0