

Marina Toledo de Arruda Lourenço

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9463424/publications.pdf>

Version: 2024-02-01

13
papers

103
citations

1684188

5
h-index

1474206

9
g-index

13
all docs

13
docs citations

13
times ranked

61
citing authors

#	ARTICLE	IF	CITATIONS
1	Destination advertisement semiotic signs: Analysing tourists' visual attention and perceived ad effectiveness. <i>Annals of Tourism Research</i> , 2020, 84, 103001.	6.4	39
2	Development of an identity model for sector brands. <i>Journal of Fashion Marketing and Management</i> , 2017, 21, 317-340.	2.2	13
3	Economic and image impacts of summer Olympic games in tourist destinations: a literature review. <i>Tourism and Management Studies</i> , 2018, 14, 52-63.	2.5	8
4	Analysis of Brazilian fashion sectorial brand identity. <i>Research Journal of Textile and Apparel</i> , 2018, 22, 291-314.	1.1	7
5	Development of sectoral brands with emphasis on structure and processes. <i>Business Process Management Journal</i> , 2019, 26, 24-58.	4.2	7
6	Brazil's image and Brazilian personality: a systematic review from the viewpoint of cordiality. <i>REGE Revista De Gest�o</i> , 2019, 26, 274-292.	1.6	7
7	Destination website management: A social constructionist approach. <i>Journal of Destination Marketing & Management</i> , 2021, 19, 100545.	5.3	7
8	Are we all green? Understanding the microfoundations of corporate citizenship. <i>Journal of Cleaner Production</i> , 2018, 195, 552-561.	9.3	5
9	Development of a sustainable brand identity model: fostering the implementation of SDGs in the Brazilian power sector. <i>Benchmarking</i> , 2022, 29, 3008-3029.	4.6	4
10	Creation and Implementation of Collective Brands: An Analysis of the Brazilian Wine Sector Challenges. <i>Journal of International Food and Agribusiness Marketing</i> , 2023, 35, 1-19.	2.1	3
11	Comparison between sectoral brands and country brands: challenges for the Brazilian market. <i>Latin American J of Management for Sustainable Development</i> , 2019, 4, 327.	0.0	2
12	Indica�o geogr�fica como recurso estrat�gico de marca na vitivinicultura do Rio Grande do Sul/Brasil. <i>Revista De Administra�o Da UFSM</i> , 2021, 14, 276-296.	0.4	1
13	O PITE / FAPESP (1996-2013): EM BUSCA DE PADR�ES DE IMPLEMENTA�O E ACESSO SOB QUATRO DIMENS�ES DE AN�LISE. <i>Revista Brasileira De Gest�o E Inova�o</i> , 2016, 3, 49-79.	0.0	0