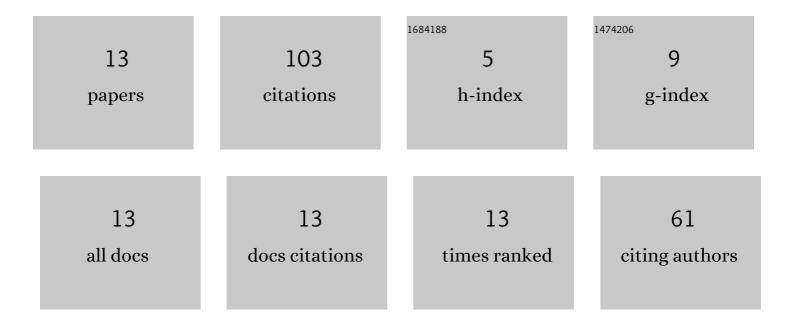
Marina Toledo de Arruda Lourenção

List of Publications by Year in descending order

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

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Marina Toledo de Arruda

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