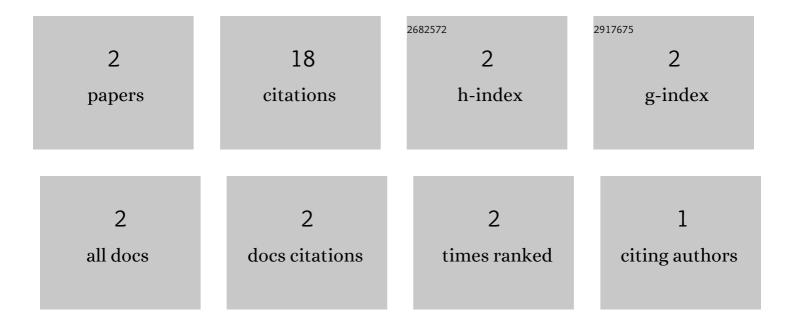
## Ljubomir Pupovac

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/9556182/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	40Âyears of loyalty programs: how effective are they? Generalizations from a meta-analysis. Journal of the Academy of Marketing Science, 2022, 50, 147-173.	11.2	16
2	The effect of marketing department power on investor responses to announcements of Al-embedded new product innovations. Journal of the Academy of Marketing Science, 2022, 50, 1277-1298.	11.2	2