

Ljubomir Pupovac

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9556182/publications.pdf>

Version: 2024-02-01

2
papers

18
citations

2682572

2
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

1
citing authors

#	ARTICLE	IF	CITATIONS
1	40 years 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 AI-embedded new product innovations. Journal of the Academy of Marketing Science, 2022, 50, 1277-1298.	11.2	2