

# Three decades of research on loyalty programs: A literature agenda

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#	ARTICLE	IF	CITATIONS
1	Three decades of research on loyalty programs: A literature review and future research agenda. <i>Journal of Business Research</i> , 2021, 124, 179-197.	5.8	92
2	Private-label consumer studies: A review and future research agenda. <i>International Journal of Consumer Studies</i> , 2021, 45, 844-866.	7.2	6
3	Negative emotions in consumer brand relationship: A review and future research agenda. <i>International Journal of Consumer Studies</i> , 2021, 45, 719-749.	7.2	88
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5	Use it or lose it: point expiration and status demotion. <i>Journal of Services Marketing</i> , 2021, 35, 1013-1027.	1.7	5
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17	Determinants of store patronage: The roles of political ideology, consumer and market characteristics. <i>Journal of Retailing and Consumer Services</i> , 2021, 63, 102691.	5.3	7
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22	Artificial intelligence in customer-facing financial services: a systematic literature review and agenda for future research. International Journal of Bank Marketing, 2022, 40, 1299-1336.	3.6	43
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