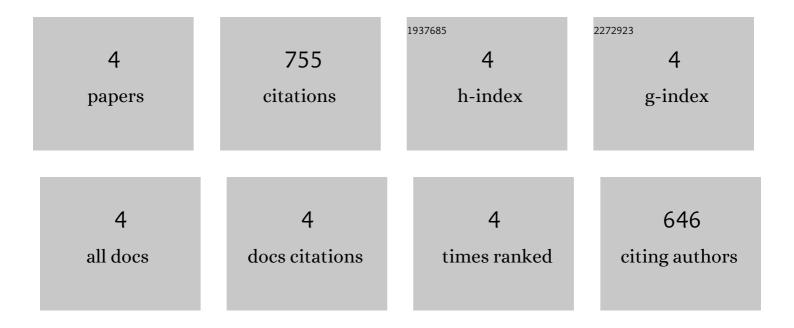
Renaud Legoux

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10760918/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	When Customer Love Turns into Lasting Hate: The Effects of Relationship Strength and Time on Customer Revenge and Avoidance. Journal of Marketing, 2009, 73, 18-32.	11.3	654
2	Debates and assumptions about motion picture performance: a meta-analysis. Journal of the Academy of Marketing Science, 2018, 46, 273-299.	11.2	47
3	The effect of critical reviews on exhibitors' decisions: Do reviews affect the survival of a movie on screen?. International Journal of Research in Marketing, 2016, 33, 357-374.	4.2	33
4	What Do Online Complainers Want? An Examination of the Justice Motivations and the Moral Implications of Vigilante and Reparation Schemas. Journal of Business Ethics, 2019, 160, 167-188.	6.0	21