

Richard Ettenson

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11076618/publications.pdf>

Version: 2024-02-01

5
papers

1,486
citations

1684188

5
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

741
citing authors

#	ARTICLE	IF	CITATIONS
1	The Animosity Model of Foreign Product Purchase: An Empirical Test in the People's Republic of China. Journal of Marketing, 1998, 62, 89-100.	11.3	1,004
2	The fallout from French nuclear testing in the South Pacific. International Marketing Review, 2005, 22, 199-224.	3.6	249
3	Extending the construct of consumer ethnocentrism: when foreign products are preferred. International Marketing Review, 2006, 23, 304-321.	3.6	161
4	Consumer perceptions of hybrid (bi-national products). Journal of Consumer Marketing, 1991, 8, 13-18.	2.3	63
5	Chinese (vs. U.S.) Consumer Behavior:. Journal of International Consumer Marketing, 1991, 3, 55-71.	3.7	9