

Richard Ettenson

List of Publications by Year in descending order

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

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