

Irit Nitzan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11189496/publications.pdf>

Version: 2024-02-01

4
papers

243
citations

2258059

3
h-index

2272923

4
g-index

4
all docs

4
docs citations

4
times ranked

214
citing authors

#	ARTICLE	IF	CITATIONS
1	Cross-decision social effects in product adoption and defection decisions. International Journal of Research in Marketing, 2020, 37, 213-235.	4.2	12
2	The "Commitment Projection" Effect: When Multiple Payments for a Product Affect Defection from a Service. Journal of Marketing Research, 2019, 56, 842-861.	4.8	2
3	If You Go, I Will Follow Social Effects on the Decision to Terminate a Service. GfK Marketing Intelligence Review, 2013, 5, 40-45.	0.4	4
4	Social Effects on Customer Retention. Journal of Marketing, 2011, 75, 24-38.	11.3	225