

# Raymond R Burke

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11203040/publications.pdf>

Version: 2024-02-01

16  
papers

2,172  
citations

759233

12  
h-index

1125743

13  
g-index

16  
all docs

16  
docs citations

16  
times ranked

1397  
citing authors

#	ARTICLE	IF	CITATIONS
1	Technology and the Customer Interface: What Consumers Want in the Physical and Virtual Store. <i>Journal of the Academy of Marketing Science</i> , 2002, 30, 411-432.	11.2	646
2	Competitive Interference and Consumer Memory for Advertising. <i>Journal of Consumer Research</i> , 1988, 15, 55.	5.1	362
3	Do You See What I See? The Future of Virtual Shopping. <i>Journal of the Academy of Marketing Science</i> , 1997, 25, 352-360.	11.2	272
4	Packaging communication: attentional effects of product imagery. <i>Journal of Product and Brand Management</i> , 2001, 10, 403-422.	4.3	271
5	Comparing Dynamic Consumer Choice in Real and Computer-Simulated Environments. <i>Journal of Consumer Research</i> , 1992, 19, 71.	5.1	196
6	An Examination of Social Influence on Shopper Behavior Using Video Tracking Data. <i>Journal of Marketing</i> , 2014, 78, 24-41.	11.3	108
7	Behavioral Effects of Digital Signage. <i>Journal of Advertising Research</i> , 2009, 49, 180-185.	2.1	83
8	A Knowledge-Based System for Advertising Design. <i>Marketing Science</i> , 1990, 9, 212-229.	4.1	74
9	Consumer choice of retail shopping aids. <i>Journal of Retailing and Consumer Services</i> , 2007, 14, 339-346.	9.4	28
10	Reasoning with empirical marketing knowledge. <i>International Journal of Research in Marketing</i> , 1991, 8, 75-90.	4.2	27
11	Virtual Reality for Marketing Research. , 2018, , 63-82.		26
12	Identifying the Drivers of Shopper Attention, Engagement, and Purchase. <i>Review of Marketing Research</i> , 2014, , 147-187.	0.2	23
13	Understanding Lateral and Vertical Biases in Consumer Attention: An In-Store Ambulatory Eye-Tracking Study. <i>Journal of Marketing Research</i> , 2021, 58, 1120-1141.	4.8	19
14	Modeling the effects of dynamic group influence on shopper zone choice, purchase conversion, and spending. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 1089-1107.	11.2	14
15	The Third Wave of Marketing Intelligence. , 2006, , 113-125.		12
16	The Third Wave of Marketing Intelligence. , 2010, , 159-171.		11