

Adriana V Madzharov

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1888030/publications.pdf>

Version: 2024-02-01

6
papers

329
citations

1684188

5
h-index

1872680

6
g-index

6
all docs

6
docs citations

6
times ranked

305
citing authors

#	ARTICLE	IF	CITATIONS
1	The Cool Scent of Power: Effects of Ambient Scent on Consumer Preferences and Choice Behavior. Journal of Marketing, 2015, 79, 83-96.	11.3	154
2	Effects of product unit image on consumption of snack foods. Journal of Consumer Psychology, 2010, 20, 398-409.	4.5	122
3	The Halo Effect of Product Color Lightness on Hedonic Food Consumption. Journal of the Association for Consumer Research, 2016, 1, 579-591.	1.7	18
4	Collaborative Art: A Transformational Force within Communities. Journal of the Association for Consumer Research, 2019, 4, 313-331.	1.7	17
5	Self-Control and Touch: When Does Direct Versus Indirect Touch Increase Hedonic Evaluations and Consumption of Food. Journal of Retailing, 2019, 95, 170-185.	6.2	15
6	Scents research and its applications in tourism. Annals of Tourism Research, 2022, 93, 103309.	6.4	3