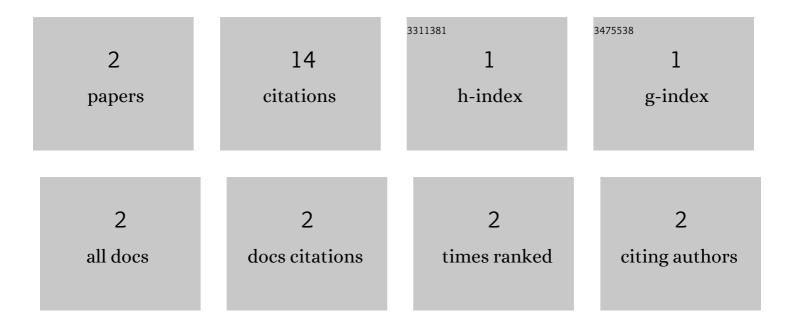
Thomas P Scholdra

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/2505264/publications.pdf Version: 2024-02-01



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#	Article	IF	CITATIONS
1	Households Under Economic Change: How Micro- and Macroeconomic Conditions Shape Grocery Shopping Behavior. Journal of Marketing, 2022, 86, 95-117.	11.3	11

² Giving or receiving in social media: can content marketing simultaneously drive productive and consumptive engagement?. , 2019, , 186-203.