

# Shalom Levy

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/302464/publications.pdf>

Version: 2024-02-01

31  
papers

779  
citations

687363

13  
h-index

552781

26  
g-index

31  
all docs

31  
docs citations

31  
times ranked

612  
citing authors

#	ARTICLE	IF	CITATIONS
1	Emotional brand attachment: a factor in customer-bank relationships. <i>International Journal of Bank Marketing</i> , 2016, 34, 136-150.	6.4	123
2	Consumer engagement with eWOM on social media: the role of social capital. <i>Online Information Review</i> , 2018, 42, 482-505.	3.2	96
3	How Credible is E-Word of Mouth Across Digital-Marketing Channels?. <i>Journal of Advertising Research</i> , 2015, 55, 95-109.	2.1	88
4	Antecedents of attitudes toward eWOM communication: differences across channels. <i>Internet Research</i> , 2016, 26, 1030-1051.	4.9	86
5	Consumer engagement in sharing brand-related information on social commerce: the roles of culture and experience. <i>Journal of Marketing Communications</i> , 2021, 27, 53-68.	4.0	46
6	Does usage level of online services matter to customers' bank loyalty?. <i>Journal of Services Marketing</i> , 2014, 28, 292-299.	3.0	44
7	Does advertising matter to store brand purchase intention? A conceptual framework. <i>Journal of Product and Brand Management</i> , 2012, 21, 89-97.	4.3	32
8	The influence of product involvement on consumers' interactive processes in interactive television. <i>Marketing Letters</i> , 2008, 19, 65-77.	2.9	26
9	Does consumers' personal involvement have an influence on store brand buying proneness?. <i>Journal of Consumer Marketing</i> , 2013, 30, 553-562.	2.3	26
10	Online shopper engagement in price negotiation: the roles of culture, involvement and eWOM. <i>International Journal of Advertising</i> , 2020, 39, 232-257.	6.7	25
11	It makes a difference! Impact of social and personal message appeals on engagement with sponsored posts. <i>Journal of Research in Interactive Marketing</i> , 2021, 15, 641-660.	8.9	23
12	To Be (Vaccinated) or Not to Be: The Effect of Media Exposure, Institutional Trust, and Incentives on Attitudes toward COVID-19 Vaccination. <i>International Journal of Environmental Research and Public Health</i> , 2021, 18, 12894.	2.6	23
13	Engagement of Ethnic-Minority Consumers with Electronic Word of Mouth (eWOM) on Social Media: The Pivotal Role of Intercultural Factors. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 2021, 16, 2608-2632.	5.7	19
14	The sweet smell of advertising: the essence of matching scents with other ad cues. <i>International Journal of Advertising</i> , 2018, 37, 568-590.	6.7	15
15	Consumer response to private label brands' negative publicity: a relational effect on retailer's store image. <i>Journal of Product and Brand Management</i> , 2017, 26, 204-222.	4.3	13
16	The value(s) of information on social network sites: The role of user personality traits. <i>Revue Europeenne De Psychologie Appliquee</i> , 2020, 70, 100511.	0.8	13
17	Programme involvement and interactive behavior in interactive television. <i>International Journal of Advertising</i> , 2006, 25, 309-332.	6.7	12
18	Brand bank attachment to loyalty in digital banking services: mediated by psychological engagement with service platforms and moderated by platform types. <i>International Journal of Bank Marketing</i> , 2022, 40, 679-700.	6.4	12

#	ARTICLE	IF	CITATIONS
19	Twofold impact of experiential marketing: manufacturer brand and hosting retailer. EuroMed Journal of Business, 2020, ahead-of-print, .	3.2	9
20	Exploring Negative Spillover Effects on Stakeholders: A Case Study on Social Media Talk about Crisis in the Food Industry Using Data Mining. Sustainability, 2021, 13, 10845.	3.2	9
21	SNS Adoption for Consumer Active Information Search (AIS) - the Dyadic Role of Information Credibility. International Journal of Human-Computer Interaction, 2021, 37, 1504-1515.	4.8	7
22	Fears, discrimination and perceived workplace promotion. Baltic Journal of Management, 2018, 13, 2-19.	2.2	6
23	The Mediated Role of Credibility on Information Sources and Patient Awareness toward Patient Rights. International Journal of Environmental Research and Public Health, 2021, 18, 8628.	2.6	6
24	Product success implications of distant innovative knowledge. Eurasian Business Review, 2019, 9, 69-88.	4.2	5
25	Ideation and Design Ability as Antecedents for Design Expertise. Creativity Research Journal, 2020, 32, 333-343.	2.6	4
26	Determinants for store-switching in shopping for fresh produce: investigating the mediating role of consumer way of life. International Review of Retail, Distribution and Consumer Research, 2016, 26, 541-565.	2.0	3
27	Machine learning as an effective paradigm for persuasive message design. Quality and Quantity, 2020, 54, 1023-1045.	3.7	3
28	Consumer Values as Mediators in Social Network Information Search. , 2017, , 3-14.		2
29	Understanding consumer sophistication and the moderating role of culture in the tourism context. International Journal of Hospitality and Tourism Administration, 2023, 24, 29-64.	2.5	2
30	Does PLB Name Really Matter for Retailers? A Case of Negative Publicity. Springer Proceedings in Business and Economics, 2015, , 85-94.	0.3	1
31	PLB Negative Publicity: Moderated by Extrinsic Cues. Springer Proceedings in Business and Economics, 2017, , 107-116.	0.3	0