

Felipe Thomaz

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3459988/publications.pdf>

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8
papers

227
citations

1684188

5
h-index

1872680

6
g-index

8
all docs

8
docs citations

8
times ranked

177
citing authors

#	ARTICLE	IF	CITATIONS
1	Learning from the Dark Web: leveraging conversational agents in the era of hyper-privacy to enhance marketing. Journal of the Academy of Marketing Science, 2020, 48, 43-63.	11.2	100
2	What Goes around Comes around: The Impact of Marketing Alliances on Firm Risk and the Moderating Role of Network Density. Journal of Marketing, 2015, 79, 63-79.	11.3	46
3	How Achieving the Dual Goal of Customer Satisfaction and Efficiency in Mergers Affects a Firm's Long-Term Financial Performance. Journal of Service Research, 2014, 17, 182-194.	12.2	39
4	How consumer digital signals are reshaping the customer journey. Journal of the Academy of Marketing Science, 2022, 50, 1257-1276.	11.2	30
5	The Digital and Physical Footprint of Dark Net Markets. Journal of International Marketing, 2020, 28, 66-80.	4.4	7
6	The link between wildlife trade and the global donkey skin product network. Conservation Science and Practice, 2022, 4, .	2.0	3
7	Understanding consumer attention on mobile devices. , 2020, , .		2
8	Ghosts in the Dark: How to Prepare for Times of Hyper-Privacy. NIM Marketing Intelligence Review, 2021, 13, 36-41.	0.6	0