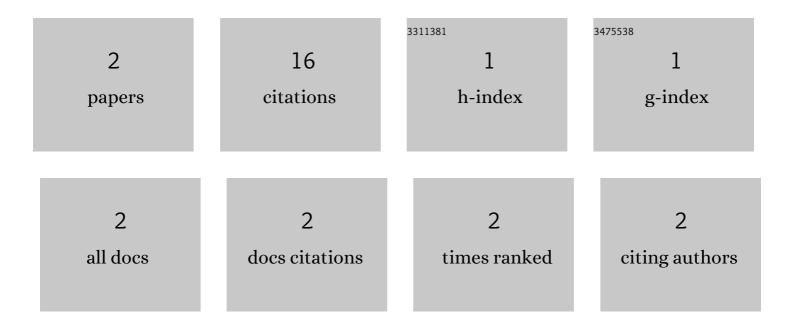
Stijn Maesen

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/407674/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Going healthy: how product characteristics influence the sales impact of front-of-pack health symbols. Journal of the Academy of Marketing Science, 2022, 50, 108-130.	11.2	12
2	The Impact of Organic Specialist Store Entry on Category Performance at Incumbent Stores. Journal of Marketing, 2023, 87, 97-113.	11.3	4