

# Stijn Maesen

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/407674/publications.pdf>

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2  
papers

16  
citations

3311381

1  
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3475538

1  
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all docs

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docs citations

2  
times ranked

2  
citing authors

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