

Vladimir Melnyk

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7398660/publications.pdf>

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4
papers

181
citations

1937685

4
h-index

2272923

4
g-index

4
all docs

4
docs citations

4
times ranked

173
citing authors

#	ARTICLE	IF	CITATIONS
1	The Influence of Social Norms on Consumer Behavior: A Meta-Analysis. <i>Journal of Marketing</i> , 2022, 86, 98-120.	11.3	57
2	To think or not to think: The effect of cognitive deliberation on the influence of injunctive versus descriptive social norms. <i>Psychology and Marketing</i> , 2011, 28, 709-729.	8.2	54
3	Regulatory fit effects for injunctive versus descriptive social norms: Evidence from the promotion of sustainable products. <i>Marketing Letters</i> , 2013, 24, 191-203.	2.9	48
4	The Mechanisms of Social Norms' Influence on Consumer Decision Making. <i>Zeitschrift Fur Psychologie / Journal of Psychology</i> , 2019, 227, 4-17.	1.0	22