

C Whan Park

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10473036/publications.pdf>

Version: 2024-02-01

22
papers

9,128
citations

393982

19
h-index

713013

21
g-index

24
all docs

24
docs citations

24
times ranked

4037
citing authors

#	ARTICLE	IF	CITATIONS
1	The Ties That Bind: Measuring the Strength of Consumers'™ Emotional Attachments to Brands. <i>Journal of Consumer Psychology</i> , 2005, 15, 77-91.	3.2	1,727
2	Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers. <i>Journal of Marketing</i> , 2010, 74, 1-17.	7.0	1,406
3	Strategic Brand Concept-Image Management. <i>Journal of Marketing</i> , 1986, 50, 135-145.	7.0	1,276
4	Evaluation of Brand Extensions: The Role of Product Feature Similarity and Brand Concept Consistency. <i>Journal of Consumer Research</i> , 1991, 18, 185.	3.5	1,032
5	Strategic Brand Concept-Image Management. <i>Journal of Marketing</i> , 1986, 50, 135.	7.0	827
6	Cross-Functional Product Development Teams, Creativity, and the Innovativeness of New Consumer Products. <i>Journal of Marketing Research</i> , 2001, 38, 73-85.	3.0	685
7	The Effects of Brand Extensions on Market Share and Advertising Efficiency. <i>Journal of Marketing Research</i> , 1992, 29, 296-313.	3.0	498
8	Composite Branding Alliances: An Investigation of Extension and Feedback Effects. <i>Journal of Marketing Research</i> , 1996, 33, 453-466.	3.0	418
9	Attachment-aversion (AA) model of customer-brand relationships. <i>Journal of Consumer Psychology</i> , 2013, 23, 229-248.	3.2	282
10	Beyond fit and attitude: The effect of emotional attachment on consumer responses to brand extensions. <i>Journal of Consumer Psychology</i> , 2008, 18, 281-291.	3.2	237
11	Managing Negative Feedback Effects Associated With Brand Extensions: The Impact of Alternative Branding Strategies. <i>Journal of Consumer Psychology</i> , 1997, 6, 119-140.	3.2	225
12	The role of brand logos in firm performance. <i>Journal of Business Research</i> , 2013, 66, 180-187.	5.8	137
13	Incommensurate Resources: Not Just More of the Same. <i>Journal of Marketing Research</i> , 2003, 40, 26-38.	3.0	105
14	The Effect of Individual and Situation-Related Factors on Consumer Selection of Judgmental Models. <i>Journal of Marketing Research</i> , 1976, 13, 144-151.	3.0	74
15	Dilution and Enhancement of Celebrity Brands through Sequential Movie Releases. <i>Journal of Marketing Research</i> , 2010, 47, 1114-1128.	3.0	63
16	Strategic benefits of low fit brand extensions: When and why?. <i>Journal of Consumer Psychology</i> , 2015, 25, 577-595.	3.2	48
17	From brand aversion or indifference to brand attachment: Authors' response to commentaries to Park, Eisingerich, and Park's brand attachment-aversion model. <i>Journal of Consumer Psychology</i> , 2013, 23, 269-274.	3.2	29
18	Introduction to the Special Issue: Brand Relationships, Emotions, and the Self. <i>Journal of the Association for Consumer Research</i> , 2018, 3, 123-129.	1.0	24

#	ARTICLE	IF	CITATIONS
19	Brand-self connections and brand prominence as drivers of employee brand attachment. <i>AMS Review</i> , 2018, 8, 128-146.	1.1	21
20	Two types of attractive research: Cute research and beautiful research. <i>Journal of Consumer Psychology</i> , 2012, 22, 299-302.	3.2	11
21	The scarcity of beauty: how and why product aesthetics mobilize consumer acquisition effort. <i>Journal of the Academy of Marketing Science</i> , 0, , 1.	7.2	2
22	Corrigendum to “Two types of attractive research: Cute research and beautiful research” [<i>Journal of Consumer Psychology</i> 22 (2012) 299–302]. <i>Journal of Consumer Psychology</i> , 2012, 22, 605-605.	3.2	0