

C Whan Park

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

22
papers

7,114
citations

16
h-index

24
g-index

24
ext. papers

7,967
ext. citations

5.4
avg, IF

5.72
L-index

#	Paper	IF	Citations
22	The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands. <i>Journal of Consumer Psychology</i> , 2005 , 15, 77-91	3.1	1291
21	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	11	1069
20	Strategic Brand Concept-Image Management. <i>Journal of Marketing</i> , 1986 , 50, 135-145	11	962
19	Evaluation of Brand Extensions: The Role of Product Feature Similarity and Brand Concept Consistency. <i>Journal of Consumer Research</i> , 1991 , 18, 185	6.3	868
18	Strategic Brand Concept-Image Management. <i>Journal of Marketing</i> , 1986 , 50, 135	11	682
17	Cross-Functional Product Development Teams, Creativity, and the Innovativeness of New Consumer Products. <i>Journal of Marketing Research</i> , 2001 , 38, 73-85	5.2	571
16	The Effects of Brand Extensions on Market Share and Advertising Efficiency. <i>Journal of Marketing Research</i> , 1992 , 29, 296-313	5.2	376
15	Composite Branding Alliances: An Investigation of Extension and Feedback Effects. <i>Journal of Marketing Research</i> , 1996 , 33, 453-466	5.2	336
14	Attachment-Diversion (AA) model of customer-brand relationships. <i>Journal of Consumer Psychology</i> , 2013 , 23, 229-248	3.1	199
13	Managing Negative Feedback Effects Associated With Brand Extensions: The Impact of Alternative Branding Strategies. <i>Journal of Consumer Psychology</i> , 1997 , 6, 119-140	3.1	194
12	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	3.1	174
11	The role of brand logos in firm performance. <i>Journal of Business Research</i> , 2013 , 66, 180-187	8.7	108
10	Incommensurate Resources: Not Just More of the Same. <i>Journal of Marketing Research</i> , 2003 , 40, 26-38	5.2	80
9	The Effect of Individual and Situation-Related Factors on Consumer Selection of Judgmental Models. <i>Journal of Marketing Research</i> , 1976 , 13, 144-151	5.2	59
8	Dilution and Enhancement of Celebrity Brands through Sequential Movie Releases. <i>Journal of Marketing Research</i> , 2010 , 47, 1114-1128	5.2	55
7	Strategic benefits of low fit brand extensions: When and why?. <i>Journal of Consumer Psychology</i> , 2015 , 25, 577-595	3.1	35
6	Introduction to the Special Issue: Brand Relationships, Emotions, and the Self. <i>Journal of the Association for Consumer Research</i> , 2018 , 3, 123-129	1.7	16

5	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	3.1	16
4	Brand-self connections and brand prominence as drivers of employee brand attachment. <i>AMS Review</i> , 2018 , 8, 128-146	3	12
3	Two types of attractive research: Cute research and beautiful research. <i>Journal of Consumer Psychology</i> , 2012 , 22, 299-302	3.1	10
2	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	3.1	
1	The scarcity of beauty: how and why product aesthetics mobilize consumer acquisition effort. <i>Journal of the Academy of Marketing Science</i> , 1	12.4	