

# C Whan Park

## List of Publications by Year in Descending Order

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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	Brand-self connections and brand prominence as drivers of employee brand attachment. <i>AMS Review</i> , <b>2018</b> , 8, 128-146	3	12
21	Introduction to the Special Issue: Brand Relationships, Emotions, and the Self. <i>Journal of the Association for Consumer Research</i> , <b>2018</b> , 3, 123-129	1.7	16
20	Strategic benefits of low fit brand extensions: When and why?. <i>Journal of Consumer Psychology</i> , <b>2015</b> , 25, 577-595	3.1	35
19	The role of brand logos in firm performance. <i>Journal of Business Research</i> , <b>2013</b> , 66, 180-187	8.7	108
18	Attachment-aversion (AA) model of customer-brand relationships. <i>Journal of Consumer Psychology</i> , <b>2013</b> , 23, 229-248	3.1	199
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> , <b>2013</b> , 23, 269-274	3.1	16
16	Two types of attractive research: Cute research and beautiful research. <i>Journal of Consumer Psychology</i> , <b>2012</b> , 22, 299-302	3.1	10
15	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> , <b>2012</b> , 22, 605	3.1	
14	Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers. <i>Journal of Marketing</i> , <b>2010</b> , 74, 1-17	11	1069
13	Dilution and Enhancement of Celebrity Brands through Sequential Movie Releases. <i>Journal of Marketing Research</i> , <b>2010</b> , 47, 1114-1128	5.2	55
12	Beyond fit and attitude: The effect of emotional attachment on consumer responses to brand extensions. <i>Journal of Consumer Psychology</i> , <b>2008</b> , 18, 281-291	3.1	174
11	The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands. <i>Journal of Consumer Psychology</i> , <b>2005</b> , 15, 77-91	3.1	1291
10	Incommensurate Resources: Not Just More of the Same. <i>Journal of Marketing Research</i> , <b>2003</b> , 40, 26-38	5.2	80
9	Cross-Functional Product Development Teams, Creativity, and the Innovativeness of New Consumer Products. <i>Journal of Marketing Research</i> , <b>2001</b> , 38, 73-85	5.2	571
8	Managing Negative Feedback Effects Associated With Brand Extensions: The Impact of Alternative Branding Strategies. <i>Journal of Consumer Psychology</i> , <b>1997</b> , 6, 119-140	3.1	194
7	Composite Branding Alliances: An Investigation of Extension and Feedback Effects. <i>Journal of Marketing Research</i> , <b>1996</b> , 33, 453-466	5.2	336
6	The Effects of Brand Extensions on Market Share and Advertising Efficiency. <i>Journal of Marketing Research</i> , <b>1992</b> , 29, 296-313	5.2	376

5	Evaluation of Brand Extensions: The Role of Product Feature Similarity and Brand Concept Consistency. <i>Journal of Consumer Research</i> , <b>1991</b> , 18, 185	6.3	868
4	Strategic Brand Concept-Image Management. <i>Journal of Marketing</i> , <b>1986</b> , 50, 135	11	682
3	Strategic Brand Concept-Image Management. <i>Journal of Marketing</i> , <b>1986</b> , 50, 135-145	11	962
2	The Effect of Individual and Situation-Related Factors on Consumer Selection of Judgmental Models. <i>Journal of Marketing Research</i> , <b>1976</b> , 13, 144-151	5.2	59
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	