

Judith Lynne Zaichkowsky

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10692368/publications.pdf>

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9
papers

5,946
citations

1307594

7
h-index

1474206

9
g-index

11
all docs

11
docs citations

11
times ranked

3369
citing authors

#	ARTICLE	IF	CITATIONS
1	Measuring the Involvement Construct. <i>Journal of Consumer Research</i> , 1985, 12, 341.	5.1	4,383
2	The Personal Involvement Inventory: Reduction, Revision, and Application to Advertising. <i>Journal of Advertising</i> , 1994, 23, 59-70.	6.6	1,297
3	Brand Imitation: Do the Chinese Have Different Views?. <i>Asia Pacific Journal of Management</i> , 1999, 16, 179-192.	4.5	124
4	Strategies for distinctive brands. <i>Journal of Brand Management</i> , 2010, 17, 548-560.	3.5	54
5	National brand responses to brand imitation: retailers versus other manufacturers. <i>Journal of Product and Brand Management</i> , 1999, 8, 96-105.	4.3	34
6	How valuable is a well-crafted design and name brand?: Recognition and willingness to pay. <i>Journal of Consumer Behaviour</i> , 2012, 11, 44-55.	4.2	26
7	The effect of experience with a brand imitator on the original brand. <i>Marketing Letters</i> , 1996, 7, 31-39.	2.9	16
8	Review and Reply To: "Why you Must Use My C-OAR-SE Method". <i>Australasian Marketing Journal</i> , 2015, 23, 261-262.	5.4	5
9	Understanding Consumer Confusion On-line. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 39-44.	0.2	0