

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