

# Lawrence Feick

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10973001/publications.pdf>

Version: 2024-02-01

12  
papers

2,174  
citations

759233

12  
h-index

1199594

12  
g-index

12  
all docs

12  
docs citations

12  
times ranked

1606  
citing authors

| #  | ARTICLE   | IF   | CITATIONS |
|----|---|------|-----------|
| 1  | Consumer Knowledge Assessment. <i>Journal of Consumer Research</i> , 1994, 21, 71.  | 5.1  | 578       |
| 2  | A Penny for Your Thoughts: Referral Reward Programs and Referral Likelihood. <i>Journal of Marketing</i> , 2007, 71, 84-94.   | 11.3 | 473       |
| 3  | Rethinking the Origins of Involvement and Brand Commitment: Insights from Postsocialist Central Europe. <i>Journal of Consumer Research</i> , 2003, 30, 151-169.    | 5.1  | 301       |
| 4  | The Effects of Preference Heterogeneity and Source Characteristics on Ad Processing and Judgements about Endorsers. <i>Journal of Advertising</i> , 1992, 21, 9-24. | 6.6  | 209       |
| 5  | A Penny for Your Thoughts: Referral Reward Programs and Referral Likelihood. <i>Journal of Marketing</i> , 2007, 71, 84-94.   | 11.3 | 162       |
| 6  | How Males and Females Differ in Their Likelihood of Transmitting Negative Word of Mouth. <i>Journal of Consumer Research</i> , 2014, 40, 1097-1108.                 | 5.1  | 127       |
| 7  | Receiver responses to rewarded referrals: the motive inferences framework. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 669-682.                  | 11.2 | 111       |
| 8  | The role of product type and country-of-origin in decisions about choice of endorser ethnicity in advertising. <i>Psychology and Marketing</i> , 2006, 23, 487-513. | 8.2  | 67        |
| 9  | Publish and Prosper: The Financial Impact of Publishing by Marketing Faculty. <i>Marketing Science</i> , 2008, 27, 430-442.   | 4.1  | 47        |
| 10 | The Evolution of Consumer Knowledge and Sources of Information: Hungary in Transition. <i>Journal of the Academy of Marketing Science</i> , 2005, 33, 604-619.      | 11.2 | 38        |
| 11 | Skepticism about advertising: A comparison of East and West German consumers. <i>International Journal of Research in Marketing</i> , 1996, 13, 227-235.            | 4.2  | 36        |
| 12 | Consumers in the transition to a market economy. <i>International Marketing Review</i> , 1995, 12, 18-34.   | 3.6  | 25        |