

# 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	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
2	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
3	Publish and Prosper: The Financial Impact of Publishing by Marketing Faculty. <i>Marketing Science</i> , 2008, 27, 430-442.	4.1	47
4	A Penny for Your Thoughts: Referral Reward Programs and Referral Likelihood. <i>Journal of Marketing</i> , 2007, 71, 84-94.	11.3	162
5	A Penny for Your Thoughts: Referral Reward Programs and Referral Likelihood. <i>Journal of Marketing</i> , 2007, 71, 84-94.	11.3	473
6	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
7	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
8	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
9	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
10	Consumers in the transition to a market economy. <i>International Marketing Review</i> , 1995, 12, 18-34.	3.6	25
11	Consumer Knowledge Assessment. <i>Journal of Consumer Research</i> , 1994, 21, 71.	5.1	578
12	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