

# Frank Van Meurs

## List of Publications by Year in descending order

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35  
papers

633  
citations

623734

14  
h-index

610901

24  
g-index

38  
all docs

38  
docs citations

38  
times ranked

227  
citing authors

#	ARTICLE	IF	CITATIONS
1	English in Dutch Commercials: Not Understood and Not Appreciated. <i>Journal of Advertising Research</i> , 2000, 40, 17-31.	2.1	85
2	English in product advertisements in Belgium, France, Germany, the Netherlands and Spain. <i>World Englishes</i> , 2007, 26, 291-315.	1.1	78
3	English or a Local Language in Advertising?: The Appreciation of Easy and Difficult English Slogans in the Netherlands. <i>Journal of Business Communication</i> , 2010, 47, 169-188.	1.8	62
4	The Effectiveness of Foreign-Language Display in Advertising for Congruent versus Incongruent Products. <i>Journal of International Consumer Marketing</i> , 2013, 25, 152-165.	3.7	48
5	English in Product Advertisements in Non-English-Speaking Countries in Western Europe: Product Image and Comprehension of the Text. <i>Journal of Global Marketing</i> , 2010, 23, 349-365.	3.4	46
6	An Empirical Study of Readers' Associations with Multilingual Advertising: The Case of French, German and Spanish in Dutch Advertising. <i>Journal of Multilingual and Multicultural Development</i> , 2007, 28, 204-219.	1.7	39
7	The effects of the use of English in Polish product advertisements: Implications for English for business purposes. <i>English for Specific Purposes</i> , 2010, 29, 225-242.	2.8	39
8	Foreign Languages in Advertising as Implicit Country-of-Origin Cues: Mechanism, Associations, and Effectiveness. <i>Journal of International Consumer Marketing</i> , 2017, 29, 60-73.	3.7	29
9	The evaluation of lecturers' nonnative-accented English: Dutch and German students' evaluations of different degrees of Dutch-accented and German-accented English of lecturers in higher education. <i>Journal of English for Academic Purposes</i> , 2018, 34, 28-45.	2.5	28
10	A reconsideration of the status of English in the Netherlands within the Kachruvian Three Circles model. <i>World Englishes</i> , 2016, 35, 457-474.	1.1	23
11	Raising student awareness of the use of English for specific business purposes in the European context: A staffâ€‘student project. <i>English for Specific Purposes</i> , 2005, 24, 333-345.	2.8	21
12	Does a Foreign Accent Sell? The Effect of Foreign Accents in Radio Commercials for Congruent and Non-Congruent Products. <i>Multilingua</i> , 2015, 34, 119-130.	1.3	19
13	How Brands Highlight Country of Origin in Magazine Advertising: A Content Analysis. <i>Journal of Global Marketing</i> , 2020, 33, 34-45.	3.4	17
14	The effects of degrees of <sc>D</sc>utch accentedness in <sc>ELF</sc> and in <sc>F</sc>rench, <sc>G</sc>erman and <sc>S</sc>panish. <i>International Journal of Applied Linguistics</i> , 2017, 27, 44-66.	0.9	15
15	The effect of English job titles in job advertisements on Dutch respondents. <i>World Englishes</i> , 2007, 26, 189-205.	1.1	14
16	Foreign Language Display in Advertising from a Psycholinguistic and Sociolinguistic Perspective. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2015, , 299-319.	0.8	10
17	Effects of degree of accentedness in lecturersâ€™ Dutch-English pronunciation on Dutch studentsâ€™ attitudes and perceptions of comprehensibility. <i>Dutch Journal of Applied Linguistics</i> , 2016, 5, 1-17.	0.3	9
18	Style Congruency and Persuasion: A Cross-cultural Study Into the Influence of Differences in Style Dimensions on the Persuasiveness of Business Newsletters in Great Britain and the Netherlands. <i>IEEE Transactions on Professional Communication</i> , 2012, 55, 122-141.	0.8	8

#	ARTICLE	IF	CITATIONS
19	Does the use of a foreign language influence attention and genre-specific viewing patterns for job advertisements? An eye-tracking study. <i>Information Processing and Management</i> , 2016, 52, 1018-1030.	8.6	8
20	Do Errors Matter? The effects of actual and perceived L2 English errors in writing on native and non-native English speakers' evaluations of the text, the writer and the persuasiveness of the text. <i>International Journal of English Language Teaching</i> , 2018, 6, 1.	0.3	8
21	The effects of lecturers' non-native accent strength in English on intelligibility and attitudinal evaluations by native and non-native English students. <i>Language Teaching Research</i> , 2023, 27, 1378-1407.	4.0	7
22	Effects of Difficult and Easy English Slogans in Advertising for Dutch Consumers. <i>Journal of Current Issues and Research in Advertising</i> , 2017, 38, 184-196.	4.3	5
23	In Arabic, English, or a Mix? Egyptian Consumers' Response to Language Choice in Product Advertisements, and the Role of Language Attitudes. , 2017, , 139-153.		5
24	English words and phrases in Dutch job advertisements. <i>Dutch Journal of Applied Linguistics</i> , 2015, 4, 21-38.	0.3	2
25	The Effect of Different Degrees of Regional Accentedness in Radio Commercials: An Experiment with German Consumers. <i>Journal of International Consumer Marketing</i> , 2019, 31, 302-316.	3.7	1
26	Foreign Language Display in Advertising from a Psycholinguistic and Sociolinguistic Perspective. , 0, , 952-972.		1
27	Attitudes to regional and standard accents in commercial and non-commercial contexts. <i>Lingua</i> , 2022, 271, 103229.	1.0	1
28	Het effect van monologen en dialogen in radioreclame. <i>Tijdschrift Voor Taalbeheersing</i> , 2019, 41, 189-201.	0.1	0
29	General Language Use, Language Proficiency and Language Attitudes as Predictors of Consumer Response to the Use of Spanish and English in Advertising in Chile and Mexico. <i>European Advertising Academy</i> , 2021, , 77-89.	0.2	0
30	English as a Global Language. , 2020, , 95-121.		0
31	Foreign Language Display. , 2020, , 57-94.		0
32	Theoretical Perspectives. , 2020, , 25-53.		0
33	Ethnic Language. , 2020, , 123-159.		0
34	Extensions and Complexities. , 2020, , 163-192.		0
35	Foreign Accent Strength in English. <i>Springer Texts in Education</i> , 2021, , 463-468.	0.1	0