

# Francisca Sinn

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11132247/publications.pdf>

Version: 2024-02-01

6  
papers

191  
citations

1478505

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h-index

1872680

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g-index

6  
all docs

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docs citations

6  
times ranked

158  
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumer Reactions to Brand Extensions in a Competitive Context: Does Fit Still Matter?. Journal of Consumer Research, 2010, 37, 543-553.	5.1	64
2	Compromising the compromise effect: Brands matter. Marketing Letters, 2007, 18, 223-236.	2.9	43
3	Vulnerability of global brands to negative feedback effects. Journal of Business Research, 2008, 61, 684-690.	10.2	30
4	Synthesis of attraction effect research. European Journal of Marketing, 2014, 48, 1413-1430.	2.9	25
5	Call back the jury: Reinvestigating the effects of fit and parent brand quality in determining brand extension success. Journal of Marketing Management, 2013, 29, 374-390.	2.3	15
6	Attraction and superiority effects in the Chilean marketplace: Do they exist with real brands?. Journal of Business Research, 2013, 66, 1780-1786.	10.2	14