

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

6
h-index

1872680

6
g-index

6
all docs

6
docs citations

6
times ranked

158
citing authors

#	ARTICLE	IF	CITATIONS
1	Synthesis of attraction effect research. European Journal of Marketing, 2014, 48, 1413-1430.	2.9	25
2	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
3	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
4	Consumer Reactions to Brand Extensions in a Competitive Context: Does Fit Still Matter?. Journal of Consumer Research, 2010, 37, 543-553.	5.1	64
5	Vulnerability of global brands to negative feedback effects. Journal of Business Research, 2008, 61, 684-690.	10.2	30
6	Compromising the compromise effect: Brands matter. Marketing Letters, 2007, 18, 223-236.	2.9	43