

Franziska VÄJckner

List of Publications by Year in descending order

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Version: 2024-02-01

23
papers

3,037
citations

566801

15
h-index

713013

21
g-index

25
all docs

25
docs citations

25
times ranked

2125
citing authors

#	ARTICLE	IF	CITATIONS
1	Managing Brands in the Social Media Environment. Journal of Interactive Marketing, 2013, 27, 242-256.	4.3	578
2	Drivers of Brand Extension Success. Journal of Marketing, 2006, 70, 18-34.	7.0	383
3	The Double-Edged Sword of Foreign Brand Names for Companies from Emerging Countries. Journal of Marketing, 2012, 76, 21-37.	7.0	327
4	Drivers of Brand Extension Success. Journal of Marketing, 2006, 70, 18-34.	7.0	309
5	Discovering Unobserved Heterogeneity in Structural Equation Models to Avert Validity Threats. MIS Quarterly: Management Information Systems, 2013, 37, 665-694.	3.1	275
6	The price-perceived quality relationship: A meta-analytic review and assessment of its determinants. Marketing Letters, 2007, 18, 181-196.	1.9	237
7	How Important Are Brands? A Cross-Category, Cross-Country Study. Journal of Marketing Research, 2010, 47, 823-839.	3.0	184
8	The Role of Parent Brand Quality for Service Brand Extension Success. Journal of Service Research, 2010, 13, 379-396.	7.8	138
9	The impact of brand extension success drivers on brand extension price premiums. International Journal of Research in Marketing, 2010, 27, 319-328.	2.4	132
10	Empirical generalizability of consumer evaluations of brand extensions. International Journal of Research in Marketing, 2007, 24, 149-162.	2.4	126
11	The dual role of price: decomposing consumers' reactions to price. Journal of the Academy of Marketing Science, 2008, 36, 359-377.	7.2	114
12	Image feedback effects of brand extensions: Evidence from a longitudinal field study. Marketing Letters, 2008, 19, 109-124.	1.9	48
13	Temperature and emotions: Effects of physical temperature on responses to emotional advertising. International Journal of Research in Marketing, 2017, 34, 302-320.	2.4	38
14	To divide or not to divide? The impact of partitioned pricing on the informational and sacrifice effects of price. Marketing Letters, 2012, 23, 719-730.	1.9	35
15	Brand Positioning Based on Brand Image's "Country Image Fit. Marketing Science, 2019, 38, 516-538.	2.7	19
16	Does Chain Labeling Make Private Labels More Successful?. Schmalenbach Business Review, 2015, 67, 92-113.	0.9	11
17	Effects of background music on evaluations of visual images. Psychology and Marketing, 2021, 38, 2240-2246.	4.6	11
18	Dual effect-based market segmentation and price optimization. Journal of Business Research, 2013, 66, 480-488.	5.8	10

#	ARTICLE	IF	CITATIONS
19	Attitude-Based Versus Choice-Behavior-Based Success of Brand Extensions. Schmalenbach Business Review, 2012, 64, 125-140.	0.9	4
20	The Financial Value of Stars, Revisited: An Ingredient Branding Approach Accounting for Sample Selection Bias, Context Effects, and Multiple Channels. SSRN Electronic Journal, 0, , .	0.4	3
21	Do We Really Know How to Manage Brand Extension Success?. SSRN Electronic Journal, 0, , .	0.4	1
22	Stellenwert von Marken als Werttreiber für Unternehmen. , 2011, , 15-38.		1
23	Markentransfer: Der Stand der Forschung. , 2006, , 51-75.		0