

# Franziska Vlckner

## List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

25  
papers

2,375  
citations

15  
h-index

25  
g-index

25  
ext. papers

2,697  
ext. citations

5.1  
avg. IF

5.28  
L-index

#	Paper	IF	Citations
25	Effects of background music on evaluations of visual images. <i>Psychology and Marketing</i> , <b>2021</b> , 38, 2240	3.9	2
24	Brand Positioning Based on Brand ImageCountry Image Fit. <i>Marketing Science</i> , <b>2019</b> , 38, 516-538	3.6	8
23	Temperature and emotions: Effects of physical temperature on responses to emotional advertising. <i>International Journal of Research in Marketing</i> , <b>2017</b> , 34, 302-320	5.5	26
22	Does Chain Labeling Make Private Labels More Successful?. <i>Schmalenbach Business Review</i> , <b>2015</b> , 67, 92-113	0.9	10
21	Dual effect-based market segmentation and price optimization. <i>Journal of Business Research</i> , <b>2013</b> , 66, 480-488	8.7	9
20	Managing Brands in the Social Media Environment. <i>Journal of Interactive Marketing</i> , <b>2013</b> , 27, 242-256	9.8	443
19	Discovering Unobserved Heterogeneity in Structural Equation Models to Avert Validity Threats. <i>MIS Quarterly: Management Information Systems</i> , <b>2013</b> , 37, 665-694	5.3	193
18	The Double-Edged Sword of Foreign Brand Names for Companies from Emerging Countries. <i>Journal of Marketing</i> , <b>2012</b> , 76, 21-37	11	280
17	Attitude-Based Versus Choice-Behavior-Based Success of Brand Extensions. <i>Schmalenbach Business Review</i> , <b>2012</b> , 64, 125-140	0.9	4
16	Do We Really Know How to Manage Brand Extension Success?. <i>SSRN Electronic Journal</i> , <b>2012</b> ,	1	1
15	To divide or not to divide? The impact of partitioned pricing on the informational and sacrifice effects of price. <i>Marketing Letters</i> , <b>2012</b> , 23, 719-730	2.3	27
14	The Financial Value of Stars, Revisited: An Ingredient Branding Approach Accounting for Sample Selection Bias, Context Effects, and Multiple Channels. <i>SSRN Electronic Journal</i> , <b>2011</b> ,	1	2
13	Stellenwert von Marken als Werttreiber für Unternehmen <b>2011</b> , 15-38		1
12	How Important Are Brands? A Cross-Category, Cross-Country Study. <i>Journal of Marketing Research</i> , <b>2010</b> , 47, 823-839	5.2	145
11	The impact of brand extension success drivers on brand extension price premiums. <i>International Journal of Research in Marketing</i> , <b>2010</b> , 27, 319-328	5.5	110
10	The Role of Parent Brand Quality for Service Brand Extension Success. <i>Journal of Service Research</i> , <b>2010</b> , 13, 379-396	6	112
9	Image feedback effects of brand extensions: Evidence from a longitudinal field study. <i>Marketing Letters</i> , <b>2008</b> , 19, 109-124	2.3	35

8	The dual role of price: decomposing consumers' reactions to price. <i>Journal of the Academy of Marketing Science</i> , <b>2008</b> , 36, 359-377	12.4	88
7	The price-perceived quality relationship: A meta-analytic review and assessment of its determinants. <i>Marketing Letters</i> , <b>2007</b> , 18, 181-196	2.3	176
6	Empirical generalizability of consumer evaluations of brand extensions. <i>International Journal of Research in Marketing</i> , <b>2007</b> , 24, 149-162	5.5	104
5	Drivers of Brand Extension Success. <i>Journal of Marketing</i> , <b>2006</b> , 70, 18-34	11	226
4	Drivers of Brand Extension Success. <i>Journal of Marketing</i> , <b>2006</b> , 70, 18-34	11	327
3	Präferenzmessung bei unsicheren Produkteigenschaften: Risikoüberksichtigung bei Ergebnissen aus Conjoint-Analysen. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , <b>2006</b> , 58, 743-770 <sup>2</sup>		5
2	Methoden zur Messung individueller Zahlungsbereitschaften: Ein Überblick zum State of the Art. <i>Journal Für Betriebswirtschaft</i> , <b>2006</b> , 56, 33-60		41
1	Markentransfer: Der Stand der Forschung <b>2006</b> , 51-75		