

Bobby J Calder

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2452089/publications.pdf>

Version: 2024-02-01

28
papers

3,315
citations

516710

16
h-index

526287

27
g-index

31
all docs

31
docs citations

31
times ranked

2121
citing authors

#	ARTICLE	IF	CITATIONS
1	Designing Research for Application. <i>Journal of Consumer Research</i> , 1981, 8, 197.	5.1	1,409
2	An Experimental Study of the Relationship between Online Engagement and Advertising Effectiveness. <i>Journal of Interactive Marketing</i> , 2009, 23, 321-331.	6.2	713
3	Engagement with Online Media. <i>Journal of Media Business Studies</i> , 2010, 7, 39-56.	2.0	154
4	Evidence that user-generated content that produces engagement increases purchase behaviours. <i>Journal of Marketing Management</i> , 2016, 32, 427-444.	2.3	127
5	Beyond External Validity. <i>Journal of Consumer Research</i> , 1983, 10, 112.	5.1	124
6	How to Capture Consumer Experiences: A Context-Specific Approach To Measuring Engagement. <i>Journal of Advertising Research</i> , 2016, 56, 39-52.	2.1	113
7	Media engagement and advertising: Transportation, matching, transference and intrusion. <i>Journal of Consumer Psychology</i> , 2009, 19, 546-555.	4.5	80
8	The Effects of Media Context Experiences On Advertising Effectiveness. <i>Journal of Advertising</i> , 2007, 36, 7-18.	6.6	75
9	B2B content marketing for professional services: In-person versus digital contacts. <i>Industrial Marketing Management</i> , 2019, 81, 160-168.	6.7	71
10	Brand marketing, big data and social innovation as future research directions for engagement. <i>Journal of Marketing Management</i> , 2016, 32, 579-585.	2.3	69
11	Redefining neuromarketing as an integrated science of influence. <i>Frontiers in Human Neuroscience</i> , 2014, 8, 1073.	2.0	39
12	Information Availability as a Determinant of Multiple Request Effectiveness. <i>Journal of Marketing Research</i> , 1983, 20, 280-290.	4.8	37
13	The relationship between self-report of depression and media usage. <i>Frontiers in Human Neuroscience</i> , 2014, 8, 712.	2.0	36
14	Focusing on the Reader. <i>Journalism and Mass Communication Quarterly</i> , 2012, 89, 695-709.	2.7	30
15	Creating Stronger Brands Through Consumer Experience and Engagement. , 2018, , 221-242.		26
16	Qualitative Media Measures: Newspaper Experiences. <i>JMM International Journal on Media Management</i> , 2004, 6, 123-130.	0.8	24
17	Distinguishing Constructs from Variables in Designing Research. <i>Journal of Consumer Psychology</i> , 2021, 31, 188-208.	4.5	18
18	Age-related striatal BOLD changes without changes in behavioral loss aversion. <i>Frontiers in Human Neuroscience</i> , 2015, 9, 176.	2.0	16

#	ARTICLE	IF	CITATIONS
19	Not all clicks are equal: detecting engagement with digital content. <i>Journal of Media Business Studies</i> , 2022, 19, 90-107.	2.0	15
20	Evaluating Consumer Protection Programs: Part I. Weak But Commonly Used Research Designs. <i>Journal of Consumer Affairs</i> , 1979, 13, 157-185.	2.3	14
21	Qualitative Consumer Research on Acceptance of Long-Acting Pre-Exposure Prophylaxis Products Among Men Having Sex with Men and Medical Practitioners in the United States. <i>AIDS Research and Human Retroviruses</i> , 2018, 34, 849-856.	1.1	14
22	Measuring newspaper readership: A qualitative variable approach. <i>JMM International Journal on Media Management</i> , 2002, 4, 248-260.	0.8	9
23	Demographics of Newspaper Readership: Predictors and Patterns of U.S. Consumption. <i>Journal of Media Business Studies</i> , 2006, 3, 1-18.	2.0	9
24	What makes a good theory practical?. <i>AMS Review</i> , 2016, 6, 116-124.	2.5	9
25	A Quantitative Relationship between Signal Detection in Attention and Approach/Avoidance Behavior. <i>Frontiers in Psychology</i> , 2017, 8, 122.	2.1	8
26	Customer interaction strategy, brand purpose and brand communities. <i>Journal of Service Management</i> , 2022, 33, 747-757.	7.2	8
27	Brands: An Integrated Marketing, Finance, and Societal Perspective. <i>Foundations and Trends in Marketing</i> , 2020, 14, 237-316.	1.1	4
28	Integrating Effects and Theory in Research and Application. , 2019, , 419-437.		3