

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	Not all clicks are equal: detecting engagement with digital content. Journal of Media Business Studies, 2022, 19, 90-107.	2.0	15
2	Customer interaction strategy, brand purpose and brand communities. Journal of Service Management, 2022, 33, 747-757.	7.2	8
3	Distinguishing Constructs from Variables in Designing Research. Journal of Consumer Psychology, 2021, 31, 188-208.	4.5	18
4	Brands: An Integrated Marketing, Finance, and Societal Perspective. Foundations and Trends in Marketing, 2020, 14, 237-316.	1.1	4
5	B2B content marketing for professional services: In-person versus digital contacts. Industrial Marketing Management, 2019, 81, 160-168.	6.7	71
6	Integrating Effects and Theory in Research and Application. , 2019, , 419-437.		3
7	Creating Stronger Brands Through Consumer Experience and Engagement. , 2018, , 221-242.		26
8	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. AIDS Research and Human Retroviruses, 2018, 34, 849-856.	1.1	14
9	A Quantitative Relationship between Signal Detection in Attention and Approach/Avoidance Behavior. Frontiers in Psychology, 2017, 8, 122.	2.1	8
10	How to Capture Consumer Experiences: A Context-Specific Approach To Measuring Engagement. Journal of Advertising Research, 2016, 56, 39-52.	2.1	113
11	Brand marketing, big data and social innovation as future research directions for engagement. Journal of Marketing Management, 2016, 32, 579-585.	2.3	69
12	What makes a good theory practical?. AMS Review, 2016, 6, 116-124.	2.5	9
13	Evidence that user-generated content that produces engagement increases purchase behaviours. Journal of Marketing Management, 2016, 32, 427-444.	2.3	127
14	Age-related striatal BOLD changes without changes in behavioral loss aversion. Frontiers in Human Neuroscience, 2015, 9, 176.	2.0	16
15	The relationship between self-report of depression and media usage. Frontiers in Human Neuroscience, 2014, 8, 712.	2.0	36
16	Redefining neuromarketing as an integrated science of influence. Frontiers in Human Neuroscience, 2014, 8, 1073.	2.0	39
17	Focusing on the Reader. Journalism and Mass Communication Quarterly, 2012, 89, 695-709.	2.7	30
18	Engagement with Online Media. Journal of Media Business Studies, 2010, 7, 39-56.	2.0	154

#	ARTICLE	IF	CITATIONS
19	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
20	Media engagement and advertising: Transportation, matching, transference and intrusion. <i>Journal of Consumer Psychology</i> , 2009, 19, 546-555.	4.5	80
21	The Effects of Media Context Experiences On Advertising Effectiveness. <i>Journal of Advertising</i> , 2007, 36, 7-18.	6.6	75
22	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
23	Qualitative Media Measures: Newspaper Experiences. <i>JMM International Journal on Media Management</i> , 2004, 6, 123-130.	0.8	24
24	Measuring newspaper readership: A qualitative variable approach. <i>JMM International Journal on Media Management</i> , 2002, 4, 248-260.	0.8	9
25	Information Availability as a Determinant of Multiple Request Effectiveness. <i>Journal of Marketing Research</i> , 1983, 20, 280-290.	4.8	37
26	Beyond External Validity. <i>Journal of Consumer Research</i> , 1983, 10, 112.	5.1	124
27	Designing Research for Application. <i>Journal of Consumer Research</i> , 1981, 8, 197.	5.1	1,409
28	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