

John R Rossiter

List of Publications by Year in descending order

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Version: 2024-02-01

76
papers

8,241
citations

147801

31
h-index

85541

71
g-index

82
all docs

82
docs citations

82
times ranked

5345
citing authors

#	ARTICLE	IF	CITATIONS
1	Creativity in Advertising: How to Test for Highly Creative Individuals, How to Generate Alternative Creative Ideas, and How to Pretest Them. <i>Journal of Current Issues and Research in Advertising</i> , 2022, 43, 123-136.	4.3	2
2	Forward flow—An alternative interpretation: Comment on Gray et al. (2019).. <i>American Psychologist</i> , 2020, 75, 725-726.	4.2	2
3	A critique of prospect theory and framing with particular reference to consumer decisions. <i>Journal of Consumer Behaviour</i> , 2019, 18, 399-405.	4.2	6
4	Children and “junk food” advertising: Critique of a recent Australian study. <i>Journal of Consumer Behaviour</i> , 2019, 18, 275-282.	4.2	4
5	Methodological Guidelines for Advertising Research. <i>Journal of Advertising</i> , 2017, 46, 71-82.	6.6	33
6	Optimal standard measures: Comment on Matthews et al. (2016).. <i>American Psychologist</i> , 2017, 72, 489-490.	4.2	2
7	Falling in love with brands: a dynamic analysis of the trajectories of brand love. <i>Marketing Letters</i> , 2016, 27, 15-26.	2.9	89
8	How to use C-OAR-SE to design optimal standard measures. <i>European Journal of Marketing</i> , 2016, 50, 1924-1941.	2.9	20
9	Why the Level-Free Forced-Choice Binary Measure of Brand Benefit Beliefs Works So Well. <i>International Journal of Market Research</i> , 2015, 57, 239-256.	3.8	9
10	Commentary: Why you Must Use My C-OAR-SE Method. <i>Australasian Marketing Journal</i> , 2015, 23, 259-260.	5.4	4
11	“Branding” explained: Defining and measuring brand awareness and brand attitude. <i>Journal of Brand Management</i> , 2014, 21, 533-540.	3.5	30
12	Scientific progress in measurement theory?. <i>AMS Review</i> , 2013, 3, 171-179.	2.5	6
13	C-OAR-SE-Based Single-Item Measures for the Two-Stage Technology Acceptance Model. <i>Australasian Marketing Journal</i> , 2013, 21, 30-35.	5.4	16
14	How coviewing reduces the effectiveness of TV advertising. <i>Journal of Marketing Communications</i> , 2012, 18, 363-378.	4.0	23
15	“Pick Any” Measures Contaminate Brand Image Studies. <i>International Journal of Market Research</i> , 2012, 54, 821-834.	3.8	19
16	Further Comment on “Market Orientation”. <i>Australasian Marketing Journal</i> , 2012, 20, 108-112.	5.4	6
17	Editorial: JBR Special issue on executional elements in advertising. <i>Journal of Business Research</i> , 2012, 65, 829-830.	10.2	2
18	Print advertising: Celebrity presenters. <i>Journal of Business Research</i> , 2012, 65, 874-879.	10.2	59

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19	Emotional Branding Pays Off. <i>Journal of Advertising Research</i> , 2012, 52, 291-296.	2.1	69
20	A new measure of social classes. <i>Journal of Consumer Behaviour</i> , 2012, 11, 89-93.	4.2	5
21	A new C-OAR-SE-based content-valid and predictively valid measure that distinguishes brand love from brand liking. <i>Marketing Letters</i> , 2012, 23, 905-916.	2.9	79
22	Marketing measurement revolution. <i>European Journal of Marketing</i> , 2011, 45, 1561-1588.	2.9	100
23	Measurement for the Social Sciences. , 2011, , .		85
24	Comments on J. Scott Armstrong's "Evidence-based advertising: an application to persuasion". <i>International Journal of Advertising</i> , 2011, 30, 769-794.	6.7	7
25	Management humor. <i>Organizational Psychology Review</i> , 2011, 1, 316-338.	4.3	35
26	Rationale of C-OAR-SE. , 2011, , 1-11.		0
27	Comparing perceptions of marketing communication channels. <i>European Journal of Marketing</i> , 2011, 45, 6-42.	2.9	113
28	Validity and Reliability. , 2011, , 13-28.		2
29	Qualitative Research from a C-OAR-SE Perspective. , 2011, , 115-139.		0
30	Attribute Classification and Measures. , 2011, , 41-60.		0
31	Object Classification and Measures. , 2011, , 29-39.		0
32	Designing Web Surveys in Marketing Research: Does Use of Forced Answering Affect Completion Rates?. <i>Journal of Marketing Theory and Practice</i> , 2010, 18, 285-294.	4.3	30
33	Fear Patterns: A New Approach to Designing Road Safety Advertisements. <i>Journal of Prevention and Intervention in the Community</i> , 2010, 38, 264-279.	0.7	23
34	The Validity of Two Brief Measures of Creative Ability. <i>Creativity Research Journal</i> , 2010, 22, 53-61.	2.6	40
35	ER-SERVCOMPSQUAL: A Measure of E-Retailing Service Components Quality. <i>Service Science</i> , 2009, 1, 212-224.	1.3	17
36	Tailor-made single-item measures of doubly concrete constructs. <i>International Journal of Advertising</i> , 2009, 28, 607-621.	6.7	182

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37	Content Validity of Measures of Abstract Constructs in Management and Organizational Research. <i>British Journal of Management</i> , 2008, 19, 380-388.	5.0	89
38	The low stability of brand-attribute associations is partly due to market research methodology. <i>International Journal of Research in Marketing</i> , 2008, 25, 104-108.	4.2	42
39	Envisioning the Future of Advertising Creativity Research: Alternative Perspectives. <i>Journal of Advertising</i> , 2008, 37, 131-150.	6.6	15
40	Comparaison des validités prédictives des mesures d'un même construit des échelles mono-item et des échelles multi-items. <i>Recherche Et Applications En Marketing</i> , 2008, 23, 81-96.	0.5	11
41	The Predictive Validity of Multiple-Item versus Single-Item Measures of the Same Constructs. <i>Journal of Marketing Research</i> , 2007, 44, 175-184.	4.8	2,095
42	Identifying and Measuring "Australian Values". <i>Australasian Marketing Journal</i> , 2007, 15, 7-13.	5.4	3
43	Toward a Valid Measure of E-Retailing Service Quality. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 2007, 2, 36-48.	5.7	23
44	Range Model of Judgments. <i>Journal of Consumer Psychology</i> , 2005, 15, 250-262.	4.5	6
45	Reminder: a horse is a horse. <i>International Journal of Research in Marketing</i> , 2005, 22, 23-25.	4.2	63
46	Special issue editorial: Fear appeals in social marketing campaigns. <i>Psychology and Marketing</i> , 2004, 21, 885-887.	8.2	4
47	Fear-pattern analysis supports the fear-drive model for antispeeding road-safety TV ads. <i>Psychology and Marketing</i> , 2004, 21, 945-960.	8.2	78
48	The Website Schema. <i>Journal of Interactive Advertising</i> , 2004, 4, 38-48.	5.3	28
49	Qualifying the importance of findings. <i>Journal of Business Research</i> , 2003, 56, 85-88.	10.2	20
50	How to Construct a Test of Scientific Knowledge in Consumer Behavior. <i>Journal of Consumer Research</i> , 2003, 30, 305-310.	5.1	15
51	The Five Forms of Transmissible, Usable marketing Knowledge. <i>Marketing Theory</i> , 2002, 2, 369-380.	3.1	37
52	The C-OAR-SE procedure for scale development in marketing. <i>International Journal of Research in Marketing</i> , 2002, 19, 305-335.	4.2	1,801
53	What Is Marketing Knowledge?. <i>Marketing Theory</i> , 2001, 1, 9-26.	3.1	94
54	Brain-Imaging Detection of Visual Scene Encoding in Long-term Memory for TV Commercials. <i>Journal of Advertising Research</i> , 2001, 41, 13-21.	2.1	138

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55	A Proposed Model for Explaining and Measuring Web Ad Effectiveness. Journal of Current Issues and Research in Advertising, 1999, 21, 13-31.	4.3	34
56	Ethnicity in Business and Consumer Behavior. Journal of Business Research, 1998, 42, 127-134.	10.2	65
57	Advanced Media Planning. , 1998, , .		22
58	New "Brainstorming" Principles. Australian Journal of Management, 1994, 19, 61-72.	2.2	48
59	Store atmosphere and purchasing behavior. Journal of Retailing, 1994, 70, 283-294.	6.2	1,169
60	Brand awareness and acceptance: A seven-set classification for managers. Journal of Brand Management, 1993, 1, 33-40.	3.5	3
61	Advertising Stimulus Effects: A Review. Journal of Current Issues and Research in Advertising, 1992, 14, 75-90.	4.3	50
62	A model of brand awareness and brand attitude advertising strategies. Psychology and Marketing, 1992, 9, 263-274.	8.2	192
63	Pattern-matching purchase behavior and stochastic brand choice: A low involvement model. Journal of Economic Psychology, 1989, 10, 559-585.	2.2	14
64	Attitude Change through Visual Imagery in Advertising. Journal of Advertising, 1980, 9, 10-16.	6.6	190
65	Children's Dispositions Toward Proprietary Drugs and the Role of Television Drug Advertising. Public Opinion Quarterly, 1980, 44, 316.	1.6	14
66	Children's Receptivity to Proprietary Medicine Advertising. Journal of Consumer Research, 1979, 6, 247.	5.1	27
67	Reliability of a Short Test Measuring Children's Attitudes Toward TV Commercials. Journal of Consumer Research, 1977, 3, 179.	5.1	80
68	Short-Run Advertising Effects on Children: A Field Study. Journal of Marketing Research, 1976, 13, 68-70.	4.8	34
69	Short-Run Advertising Effects on Children: A Field Study. Journal of Marketing Research, 1976, 13, 68.	4.8	29
70	Canonical Analysis of Developmental, Social, and Experiential Factors in Children's Comprehension of Television Advertising. Journal of Genetic Psychology, 1976, 129, 317-327.	1.2	19
71	Children's Consumer Information Processing. Communication Research, 1975, 2, 307-316.	5.9	13
72	Children's Television Viewing: An Examination of Parent-Child Consensus. Sociometry, 1975, 38, 308.	0.9	67

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73	Children's TV Commercials: Testing the Defenses. <i>Journal of Communication</i> , 1974, 24, 137-144.	3.7	79
74	Children and Commercial Persuasion: An Attribution Theory Analysis. <i>Journal of Consumer Research</i> , 1974, 1, 13.	5.1	311
75	The Remote Associates Test: Divergent or Convergent Thinking?. <i>Psychological Reports</i> , 1966, 19, 1313-1314.	1.7	54
76	Optimal standard measures for marketing. <i>Journal of Marketing Management</i> , 0, , 1-14.	2.3	5