

# Lia Zarantonello

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2582920/publications.pdf>

Version: 2024-02-01

26  
papers

4,543  
citations

516215

16  
h-index

552369

26  
g-index

29  
all docs

29  
docs citations

29  
times ranked

2478  
citing authors

#	ARTICLE	IF	CITATIONS
1	Brand Experience: What is It? How is it Measured? Does it Affect Loyalty?. Journal of Marketing, 2009, 73, 52-68.	7.0	1,412
2	Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?. Journal of Marketing, 2009, 73, 52-68.	7.0	1,244
3	Using the brand experience scale to profile consumers and predict consumer behaviour. Journal of Brand Management, 2010, 17, 532-540.	2.0	308
4	From experiential psychology to consumer experience. Journal of Consumer Psychology, 2015, 25, 166-171.	3.2	252
5	Brand hate. Journal of Product and Brand Management, 2016, 25, 11-25.	2.6	208
6	How valuable are your customers in the brand value co-creation process? The development of a Customer Co-Creation Value (CCCV) scale. Journal of Business Research, 2018, 82, 79-89.	5.8	196
7	The impact of event marketing on brand equity. International Journal of Advertising, 2013, 32, 255-280.	4.2	151
8	The revenge of the consumer! How brand moral violations lead to consumer anti-brand activism. Journal of Brand Management, 2015, 22, 658-672.	2.0	127
9	Consumer Experience and Experiential Marketing: A Critical Review. Review of Marketing Research, 2013, , 25-61.	0.2	115
10	Trajectories of brand hate. Journal of Brand Management, 2018, 25, 549-560.	2.0	94
11	Functional and experiential routes to persuasion: An analysis of advertising in emerging versus developed markets. International Journal of Research in Marketing, 2013, 30, 46-56.	2.4	86
12	The current state and future of brand experience. Journal of Brand Management, 2014, 21, 727-733.	2.0	70
13	A renaissance of brand experience: Advancing the concept through a multi-perspective analysis. Journal of Business Research, 2018, 91, 123-133.	5.8	64
14	Dear Mr Chocolate. Qualitative Market Research, 2011, 14, 55-82.	1.0	54
15	The relationship between brand love and actual brand performance. International Marketing Review, 2016, 33, 806-824.	2.2	39
16	Psychological Underpinnings of Brands. Annual Review of Psychology, 2021, 72, 585-607.	9.9	22
17	How to Advertise and Build Brand Knowledge Globally. Journal of Advertising Research, 2014, 54, 420-434.	1.0	18
18	Experiential AR/VR: a consumer and service framework and research agenda. Journal of Service Management, 2023, 34, 34-55.	4.4	17

#	ARTICLE	IF	CITATIONS
19	How consumer-based brand equity relates to market share of global and local brands in developed and emerging countries. <i>International Marketing Review</i> , 2020, 37, 345-375.	2.2	13
20	Reprint of "A renaissance of brand experience: Advancing the concept through a multi-perspective analysis". <i>Journal of Business Research</i> , 2019, 96, 355-365.	5.8	11
21	Experiences and happiness: The role of gender. <i>Psychology and Marketing</i> , 2022, 39, 1646-1659.	4.6	11
22	The Handbook of Brand Management Scales. , 0, , .		9
23	A "crescendo" model: designing food experiences for psychological well-being. <i>European Journal of Marketing</i> , 2021, 55, 2414-2438.	1.7	9
24	How a CEO's Personality, Performance, and Leadership Predict Advertising Credibility. <i>Journal of Advertising Research</i> , 2021, 61, 110-124.	1.0	4
25	A broader view on brands' growth and decline. <i>International Journal of Market Research</i> , 2020, 62, 127-138.	2.8	2
26	An Experiential View of Food Design Thinking: Expanding Consumer Centricity for Food Well-Being. , 2021, , 211-225.		2