

Lia Zarantonello

List of Publications by Citations

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Version: 2024-04-25

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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.

24
papers

3,034
citations

15
h-index

29
g-index

29
ext. papers

3,703
ext. citations

5.6
avg, IF

5.67
L-index

#	Paper	IF	Citations
24	Brand Experience: What is It? How is it Measured? Does it Affect Loyalty?. <i>Journal of Marketing</i> , 2009 , 73, 52-68	11	955
23	Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?. <i>Journal of Marketing</i> , 2009 , 73, 52-68	11	907
22	Using the brand experience scale to profile consumers and predict consumer behaviour. <i>Journal of Brand Management</i> , 2010 , 17, 532-540	3.3	203
21	From experiential psychology to consumer experience. <i>Journal of Consumer Psychology</i> , 2015 , 25, 166-171	3.1	154
20	Brand hate. <i>Journal of Product and Brand Management</i> , 2016 , 25, 11-25	4.3	132
19	How valuable are your customers in the brand value co-creation process? The development of a Customer Co-Creation Value (CCCV) scale. <i>Journal of Business Research</i> , 2018 , 82, 79-89	8.7	118
18	The impact of event marketing on brand equity. <i>International Journal of Advertising</i> , 2013 , 32, 255-280	3.6	100
17	The revenge of the consumer! How brand moral violations lead to consumer anti-brand activism. <i>Journal of Brand Management</i> , 2015 , 22, 658-672	3.3	76
16	Consumer Experience and Experiential Marketing: A Critical Review. <i>Review of Marketing Research</i> , 2013 , 25-61	0.3	69
15	Functional and experiential routes to persuasion: An analysis of advertising in emerging versus developed markets. <i>International Journal of Research in Marketing</i> , 2013 , 30, 46-56	5.5	66
14	Trajectories of brand hate. <i>Journal of Brand Management</i> , 2018 , 25, 549-560	3.3	51
13	Dear Mr Chocolate. <i>Qualitative Market Research</i> , 2011 , 14, 55-82	1.6	49
12	The current state and future of brand experience. <i>Journal of Brand Management</i> , 2014 , 21, 727-733	3.3	48
11	A renaissance of brand experience: Advancing the concept through a multi-perspective analysis. <i>Journal of Business Research</i> , 2018 , 91, 123-133	8.7	38
10	The relationship between brand love and actual brand performance. <i>International Marketing Review</i> , 2016 , 33, 806-824	4.4	26
9	How to Advertise and Build Brand Knowledge Globally. <i>Journal of Advertising Research</i> , 2014 , 54, 420-434	4.1	12
8	The Handbook of Brand Management Scales 2015 ,		7

7	Psychological Underpinnings of Brands. <i>Annual Review of Psychology</i> , 2021 , 72, 585-607	26.1	6
6	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	4.4	5
5	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	8.7	5
4	A broader view on brands' growth and decline. <i>International Journal of Market Research</i> , 2020 , 62, 127-138	3.7	2
3	How a CEO's Personality, Performance, and Leadership Predict Advertising Credibility. <i>Journal of Advertising Research</i> , 2021 , 61, 110-124	2.1	2
2	An Experiential View of Food Design Thinking: Expanding Consumer Centricity for Food Well-Being 2021 , 211-225		1
1	A 'rescendol' model: designing food experiences for psychological well-being. <i>European Journal of Marketing</i> , 2021 , 55, 2414-2438	4.4	0