

Lia Zarantonello

List of Publications by Year in Descending Order

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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 | How a CEO's Personality, Performance, and Leadership Predict Advertising Credibility. <i>Journal of Advertising Research</i> , 2021 , 61, 110-124 | 2.1 | 2 |
| 23 | Psychological Underpinnings of Brands. <i>Annual Review of Psychology</i> , 2021 , 72, 585-607 | 26.1 | 6 |
| 22 | An Experiential View of Food Design Thinking: Expanding Consumer Centricity for Food Well-Being 2021 , 211-225 | | 1 |
| 21 | A 'rescendol' model: designing food experiences for psychological well-being. <i>European Journal of Marketing</i> , 2021 , 55, 2414-2438 | 4.4 | 0 |
| 20 | 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 |
| 19 | A broader view on brands' growth and decline. <i>International Journal of Market Research</i> , 2020 , 62, 127-138 | 7 | 2 |
| 18 | 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 |
| 17 | Trajectories of brand hate. <i>Journal of Brand Management</i> , 2018 , 25, 549-560 | 3.3 | 51 |
| 16 | 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 |
| 15 | 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 |
| 14 | Brand hate. <i>Journal of Product and Brand Management</i> , 2016 , 25, 11-25 | 4.3 | 132 |
| 13 | The relationship between brand love and actual brand performance. <i>International Marketing Review</i> , 2016 , 33, 806-824 | 4.4 | 26 |
| 12 | From experiential psychology to consumer experience. <i>Journal of Consumer Psychology</i> , 2015 , 25, 166-175 | 3.1 | 154 |
| 11 | The Handbook of Brand Management Scales 2015 , | | 7 |
| 10 | 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 |
| 9 | How to Advertise and Build Brand Knowledge Globally. <i>Journal of Advertising Research</i> , 2014 , 54, 420-434 | 4.1 | 12 |
| 8 | The current state and future of brand experience. <i>Journal of Brand Management</i> , 2014 , 21, 727-733 | 3.3 | 48 |

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|---|--|-----|-----|
| 7 | 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 |
| 6 | Consumer Experience and Experiential Marketing: A Critical Review. <i>Review of Marketing Research</i> , 2013 , 25-61 | 0.3 | 69 |
| 5 | The impact of event marketing on brand equity. <i>International Journal of Advertising</i> , 2013 , 32, 255-280 | 3.6 | 100 |
| 4 | Dear Mr Chocolate. <i>Qualitative Market Research</i> , 2011 , 14, 55-82 | 1.6 | 49 |
| 3 | 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 |
| 2 | Brand Experience: What is It? How is it Measured? Does it Affect Loyalty?. <i>Journal of Marketing</i> , 2009 , 73, 52-68 | 11 | 955 |
| 1 | Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?. <i>Journal of Marketing</i> , 2009 , 73, 52-68 | 11 | 907 |