

# Karin Braunsberger

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2597405/publications.pdf>

Version: 2024-02-01

21  
papers

791  
citations

759233

12  
h-index

713466

21  
g-index

22  
all docs

22  
docs citations

22  
times ranked

756  
citing authors

#	ARTICLE	IF	CITATIONS
1	A comparison of reliability between telephone and web-based surveys. <i>Journal of Business Research</i> , 2007, 60, 758-764.	10.2	153
2	What motivates consumers to participate in boycotts: Lessons from the ongoing Canadian seafood boycott. <i>Journal of Business Research</i> , 2011, 64, 96-102.	10.2	148
3	The effects of music, wait-length evaluation, and mood on a low-cost wait experience. <i>Journal of Business Research</i> , 2003, 56, 421-430.	10.2	102
4	I believe therefore I care. <i>International Marketing Review</i> , 2016, 33, 137-155.	3.6	77
5	Source expertise versus experience effects in hospital advertising. <i>Journal of Services Marketing</i> , 1998, 12, 23-38.	3.0	52
6	The effectiveness of credit card regulation for vulnerable consumers. <i>Journal of Services Marketing</i> , 2004, 18, 358-370.	3.0	47
7	The complexity of consumers' cognitive structures and its relevance to consumer behavior. <i>Journal of Business Research</i> , 2004, 57, 575-582.	10.2	41
8	Modeling Consumer Health Plan Choice Behavior To Improve Customer Value and Health Plan Market Share. <i>Journal of Business Research</i> , 2000, 48, 247-257.	10.2	34
9	Patient/enrollee satisfaction with healthcare and health plan. <i>Journal of Consumer Marketing</i> , 2002, 19, 575-590.	2.3	28
10	Information technology-enhanced pricing strategies: managerial and public policy implications. <i>Journal of Business Research</i> , 2005, 58, 1169-1177.	10.2	22
11	Consumers on a Mission to Force a Change in Public Policy: A Qualitative Study of the Ongoing Canadian Seafood Boycott. <i>Business and Society Review</i> , 2009, 114, 457-489.	1.7	15
12	Developing inventories for satisfaction and Likert scales in a service environment. <i>Journal of Services Marketing</i> , 2009, 23, 219-225.	3.0	14
13	A Mission of Civic Engagement: Undergraduate Students Working with Nonprofit Organizations and Public Sector Agencies to Enhance Societal Wellbeing. <i>Voluntas</i> , 2013, 24, 1-31.	1.7	13
14	Dimensions of total product knowledge in a service environment. <i>Journal of Services Marketing</i> , 2008, 22, 505-519.	3.0	10
15	Applying marketing to conservation: A case study on encouraging boater reporting of watercraft collisions with Florida manatees. <i>Ocean and Coastal Management</i> , 2014, 96, 20-28.	4.4	9
16	Evaluating the efficacy of credit card regulation. <i>International Journal of Bank Marketing</i> , 2005, 23, 237-254.	6.4	8
17	Prospective respondent integrity behavior in replying to direct mail questionnaires: a contributor in overestimating nonresponse rates. <i>Journal of Business Research</i> , 2005, 58, 260-267.	10.2	7
18	Categorizing Cognitive Responses: An Empirical Investigation of the Cognitive Intent Congruency Between Independent Raters and Original Subject Raters. <i>Journal of the Academy of Marketing Science</i> , 2005, 33, 620-632.	11.2	5

#	ARTICLE	IF	CITATIONS
19	The Founding of a Nonprofit Organization as a Teaching/Learning Experience: A Case Study in Service Learning. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2007, 18, 21-36.	1.6	2
20	The Impact of Animal Welfare Advertising on Opposition to the Canadian Seal Hunt and Willingness to Boycott the Canadian Seafood Industry. <i>Anthrozoos</i> , 2014, 27, 111-125.	1.4	2
21	The Relationship between Social Dominance Orientation and Dietary/Lifestyle Choices. <i>Sustainability</i> , 2021, 13, 8901.	3.2	2