

Karin Braunsberger

List of Publications by Year in descending order

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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	The Relationship between Social Dominance Orientation and Dietary/Lifestyle Choices. Sustainability, 2021, 13, 8901.	3.2	2
2	I believe therefore I care. International Marketing Review, 2016, 33, 137-155.	3.6	77
3	The Impact of Animal Welfare Advertising on Opposition to the Canadian Seal Hunt and Willingness to Boycott the Canadian Seafood Industry. Anthrozoos, 2014, 27, 111-125.	1.4	2
4	Applying marketing to conservation: A case study on encouraging boater reporting of watercraft collisions with Florida manatees. Ocean and Coastal Management, 2014, 96, 20-28.	4.4	9
5	A Mission of Civic Engagement: Undergraduate Students Working with Nonprofit Organizations and Public Sector Agencies to Enhance Societal Wellbeing. Voluntas, 2013, 24, 1-31.	1.7	13
6	What motivates consumers to participate in boycotts: Lessons from the ongoing Canadian seafood boycott. Journal of Business Research, 2011, 64, 96-102.	10.2	148
7	Developing inventories for satisfaction and Likert scales in a service environment. Journal of Services Marketing, 2009, 23, 219-225.	3.0	14
8	Consumers on a Mission to Force a Change in Public Policy: A Qualitative Study of the Ongoing Canadian Seafood Boycott. Business and Society Review, 2009, 114, 457-489.	1.7	15
9	Dimensions of total product knowledge in a service environment. Journal of Services Marketing, 2008, 22, 505-519.	3.0	10
10	The Founding of a Nonprofit Organization as a Teaching/Learning Experience: A Case Study in Service Learning. Journal of Nonprofit and Public Sector Marketing, 2007, 18, 21-36.	1.6	2
11	A comparison of reliability between telephone and web-based surveys. Journal of Business Research, 2007, 60, 758-764.	10.2	153
12	Evaluating the efficacy of credit card regulation. International Journal of Bank Marketing, 2005, 23, 237-254.	6.4	8
13	Categorizing Cognitive Responses: An Empirical Investigation of the Cognitive Intent Congruency Between Independent Raters and Original Subject Raters. Journal of the Academy of Marketing Science, 2005, 33, 620-632.	11.2	5
14	Prospective respondent integrity behavior in replying to direct mail questionnaires: a contributor in overestimating nonresponse rates. Journal of Business Research, 2005, 58, 260-267.	10.2	7
15	Information technology-enhanced pricing strategies: managerial and public policy implications. Journal of Business Research, 2005, 58, 1169-1177.	10.2	22
16	The effectiveness of credit card regulation for vulnerable consumers. Journal of Services Marketing, 2004, 18, 358-370.	3.0	47
17	The complexity of consumers' cognitive structures and its relevance to consumer behavior. Journal of Business Research, 2004, 57, 575-582.	10.2	41
18	The effects of music, wait-length evaluation, and mood on a low-cost wait experience. Journal of Business Research, 2003, 56, 421-430.	10.2	102

#	ARTICLE	IF	CITATIONS
19	Patient/enrollee satisfaction with healthcare and health plan. Journal of Consumer Marketing, 2002, 19, 575-590.	2.3	28
20	Modeling Consumer Health Plan Choice Behavior To Improve Customer Value and Health Plan Market Share. Journal of Business Research, 2000, 48, 247-257.	10.2	34
21	Source expertise versus experience effects in hospital advertising. Journal of Services Marketing, 1998, 12, 23-38.	3.0	52