

# Thilo Kunkel

## List of Publications by Year in descending order

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Version: 2024-02-01

37  
papers

930  
citations

516561

16  
h-index

501076

28  
g-index

38  
all docs

38  
docs citations

38  
times ranked

434  
citing authors

#	ARTICLE	IF	CITATIONS
1	Superboosting the athlete social media brand: events as an opportunity for follower growth. <i>European Sport Management Quarterly</i> , 2023, 23, 1819-1842.	2.3	3
2	Becoming more than an athlete: developing an athlete's personal brand using strategic philanthropy. <i>European Sport Management Quarterly</i> , 2022, 22, 358-378.	2.3	16
3	Athlete branding via social media: examining the factors influencing consumer engagement on Instagram. <i>European Sport Management Quarterly</i> , 2022, 22, 506-526.	2.3	45
4	Sensemaking of novelty: the dynamic nature of integrating esports within a traditional sport organization. <i>Sport Management Review</i> , 2022, 25, 383-405.	1.9	12
5	The strategic advantage of mature-stage firms: Digitalization and the diversification of professional sport into esports. <i>Journal of Business Research</i> , 2022, 139, 257-266.	5.8	14
6	Remapping the Sport Brandscape: A Structured Review and Future Direction for Sport Brand Research. <i>Journal of Sport Management</i> , 2022, 36, 251-264.	0.7	12
7	Make It Count: Examining Outcomes of Activation and Advertising-Like Event Sponsorship. <i>Event Management</i> , 2022, 26, 1447-1467.	0.6	2
8	The super engagers of freemium gamified services: using multimethod approach to examine why highly interactive consumers become paying consumers. <i>Internet Research</i> , 2022, 32, 1891-1909.	2.7	2
9	When abs do not sell: The impact of male influencers conspicuously displaying a muscular body on female followers. <i>Psychology and Marketing</i> , 2021, 38, 286-297.	4.6	24
10	The significance of a sponsored event on lesser-known brands in a competitive environment. <i>Journal of Product and Brand Management</i> , 2021, 30, 579-593.	2.6	5
11	Gamification via mobile applications: A longitudinal examination of its impact on attitudinal loyalty and behavior toward a core service. <i>Psychology and Marketing</i> , 2021, 38, 948-964.	4.6	29
12	There is no nil in NIL: examining the social media value of student-athletes' names, images, and likeness. <i>Sport Management Review</i> , 2021, 24, 839-861.	1.9	16
13	Built to last: relationship quality management for season ticket holders. <i>European Sport Management Quarterly</i> , 2020, 20, 364-384.	2.3	24
14	Exploring athlete brand image development on social media: the role of signalling through source credibility. <i>European Sport Management Quarterly</i> , 2020, 20, 88-108.	2.3	51
15	The Role of Self-Brand Connection on the Relationship Between Athlete Brand Image and Fan Outcomes. <i>Journal of Sport Management</i> , 2020, 34, 201-216.	0.7	25
16	Sport Brands: Brand Relationships and Consumer Behavior. <i>Sport Marketing Quarterly</i> , 2020, 29, 3-17.	0.2	58
17	The Rise of an Athlete Brand: Factors Influencing the Social Media Following of Athletes. <i>Sport Marketing Quarterly</i> , 2020, 29, 33-46.	0.2	40
18	New Brands: Contextual Differences and Development of Brand Associations Over Time. <i>Journal of Sport Management</i> , 2019, 33, 133-147.	0.7	19

#	ARTICLE	IF	CITATIONS
19	Do not bet on your favourite football team: the influence of fan identity-based biases and sport context knowledge on game prediction accuracy. <i>European Sport Management Quarterly</i> , 2019, 19, 396-418.	2.3	20
20	The influence of advertising appeals on consumer perceptions of athlete endorser brand image. <i>European Sport Management Quarterly</i> , 2019, 19, 373-395.	2.3	20
21	Challenges to sport development and sport participation from sport managers' perspectives. <i>International Journal of Sport Management and Marketing</i> , 2018, 18, 267.	0.1	0
22	The Effect of League Brand on the Relationship Between the Team Brand and Behavioral Intentions: A Formative Approach Examining Brand Associations and Brand Relationships. <i>Journal of Sport Management</i> , 2017, 31, 317-332.	0.7	33
23	Managing Digital Content for a Professional Sport Team: An Interview With Bill Yole, Social Media Coordinator and Webmaster of the ACT Brumbies Super Rugby Franchise. <i>International Journal of Sport Communication</i> , 2017, 10, 318-324.	0.4	2
24	Consumers' Perceived Value of Sport Team Games: A Multidimensional Approach. <i>Journal of Sport Management</i> , 2017, 31, 80-95.	0.7	38
25	Media Strategies to Engage Stakeholders and Navigate Crises: An Interview With Paul Glover, Media Manager of the ACT Brumbies Super Rugby Franchise. <i>International Journal of Sport Communication</i> , 2017, 10, 224-232.	0.4	3
26	Using Self-Categorization Theory to Uncover the Framing of the 2008 Beijing Olympic Games: A Cross-Cultural Comparison of Two National Newspapers. <i>Journal of Sports Media</i> , 2016, 11, 123-144.	0.5	13
27	Interview With Michael Lahoud, Professional Soccer Player: Lessons of Personal Athlete Branding via Social Media. <i>International Journal of Sport Communication</i> , 2016, 9, 415-423.	0.4	10
28	The Development and Change of Brand Associations and Their Influence on Team Loyalty Over Time. <i>Journal of Sport Management</i> , 2016, 30, 117-134.	0.7	54
29	The Development of a Framework to Capture Perceptions of Sport Organizations Legitimacy. <i>Journal of Sport Management</i> , 2015, 29, 362-379.	0.7	22
30	Developing a Conceptual Understanding of Consumer-based League Brand Associations. <i>Journal of Sport Management</i> , 2014, 28, 49-67.	0.7	62
31	Exploring sport brand development strategies to strengthen consumer involvement with the product "The case of the Australian A-League. <i>Sport Management Review</i> , 2014, 17, 470-483.	1.9	40
32	Thinking about the same things differently: Examining perceptions of a non-profit community sport organisation. <i>Sport Management Review</i> , 2013, 16, 438-450.	1.9	14
33	Brand Architecture, Drivers of Consumer Involvement, and Brand Loyalty With Professional Sport Leagues and Teams. <i>Journal of Sport Management</i> , 2013, 27, 177-192.	0.7	89
34	Sports spectator segmentation: examining the differing psychological connections among spectators of leagues and teams. <i>International Journal of Sports Marketing and Sponsorship</i> , 2013, 14, 20-36.	0.8	42
35	The Attractiveness of National and International Football Leagues: Perspectives of Fans of "Star Clubs" and "Underdogs". <i>European Sport Management Quarterly</i> , 2010, 10, 127-163.	2.3	57
36	Seeing the same things differently: exploring the unique brand associations linked to women's professional sport teams. <i>Journal of Strategic Marketing</i> , 0, , 1-15.	3.7	12

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37	There Is No Nil in NIL: Examining the Social Media Value of Student-Athletes'™ Names, Images, and Likeness. SSRN Electronic Journal, 0, , .	0.4	1