

# Cathy Nguyen

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3225094/publications.pdf>

Version: 2024-02-01

12  
papers

138  
citations

1307594

7  
h-index

1281871

11  
g-index

13  
all docs

13  
docs citations

13  
times ranked

134  
citing authors

#	ARTICLE	IF	CITATIONS
1	Are two brands better than one? Investigating the effects of co-branding in advertising on audience memory. <i>Marketing Letters</i> , 2018, 29, 37-48.	2.9	28
2	Pass it On: A Framework for Classifying the Content of Word of Mouth. <i>Australasian Marketing Journal</i> , 2014, 22, 117-124.	5.4	17
3	Is consumer psychology research ready for today's attention economy?. <i>Journal of Marketing Management</i> , 2017, 33, 909-916.	2.3	15
4	The Accuracy of Self-Reported Probabilities of Giving Recommendations. <i>International Journal of Market Research</i> , 2011, 53, 507-521.	3.8	12
5	Viva La Revolution! for Evidence-Based Marketing We Strive. <i>Australasian Marketing Journal</i> , 2017, 25, 341-346.	5.4	12
6	When retailers and manufacturers advertise together; examining the effect of co-operative advertising on ad reach and memorability. <i>Journal of Retailing and Consumer Services</i> , 2020, 55, 102080.	9.4	12
7	Factors Moderating the Impact of Word of Mouth for TV and Film Broadcasts. <i>Australasian Marketing Journal</i> , 2013, 21, 25-29.	5.4	9
8	Mind the gap: Understanding the gap between intentions and behaviour in the charity context. <i>Journal of Business Research</i> , 2022, 148, 216-224.	10.2	9
9	Expanding Marketing Empirical Generalisations to Health Behaviours: Physical Activity is Not so Different from Buying Behaviour, after-All. <i>Australasian Marketing Journal</i> , 2017, 25, 317-325.	5.4	8
10	Does an expanded brand user base of co-branded advertising help ad-memorability?. <i>International Journal of Market Research</i> , 2018, 60, 366-379.	3.8	7
11	Analysing how physical activity competes: a cross-disciplinary application of the Duplication of Behaviour Law. <i>International Journal of Behavioral Nutrition and Physical Activity</i> , 2019, 16, 123.	4.6	7
12	Editorial, Empirically-Based Marketing Knowledge. <i>Australasian Marketing Journal</i> , 2017, 25, 251-251.	5.4	0