

# Linda Brennan

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3336121/publications.pdf>

Version: 2024-02-01

69  
papers

1,775  
citations

393982

19  
h-index

315357

38  
g-index

85  
all docs

85  
docs citations

85  
times ranked

1372  
citing authors

#	ARTICLE	IF	CITATIONS
1	Fear, guilt, and shame appeals in social marketing. <i>Journal of Business Research</i> , 2010, 63, 140-146.	5.8	251
2	Social media, body image and food choices in healthy young adults: A mixed methods systematic review. <i>Nutrition and Dietetics</i> , 2020, 77, 19-40.	0.9	152
3	What People "Like": Analysis of Social Media Strategies Used by Food Industry Brands, Lifestyle Brands, and Health Promotion Organizations on Facebook and Instagram. <i>Journal of Medical Internet Research</i> , 2018, 20, e10227.	2.1	116
4	A consumer definition of eco-friendly packaging. <i>Journal of Cleaner Production</i> , 2020, 252, 119792.	4.6	114
5	Social media use for nutrition outcomes in young adults: a mixed-methods systematic review. <i>International Journal of Behavioral Nutrition and Physical Activity</i> , 2018, 15, 70.	2.0	113
6	Social marketing's consumer myopia. <i>Journal of Social Marketing</i> , 2016, 6, 219-239.	1.3	110
7	The role of packaging in fighting food waste: A systematised review of consumer perceptions of packaging. <i>Journal of Cleaner Production</i> , 2021, 281, 125276.	4.6	67
8	Young Adults' Use of Different Social Media Platforms for Health Information: Insights From Web-Based Conversations. <i>Journal of Medical Internet Research</i> , 2022, 24, e23656.	2.1	49
9	Concepts in Conflict: Social Marketing and Sustainability. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2008, 20, 261-281.	0.9	42
10	Paradigms at play and implications for validity in social marketing research. <i>Journal of Social Marketing</i> , 2011, 1, 100-119.	1.3	38
11	Relating to marketing? Why relationship marketing works for not-for-profit organisations. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 1999, 4, 327-337.	0.5	35
12	Learning the Language of Social Media: A Comparison of Engagement Metrics and Social Media Strategies Used by Food and Nutrition-Related Social Media Accounts. <i>Nutrients</i> , 2020, 12, 2839.	1.7	34
13	Children as agents of secondary socialisation for their parents. <i>Young Consumers</i> , 2011, 12, 285-294.	2.3	30
14	Consumer Socialization Agency: Implications for Family Decision-Making About Holidays. <i>Journal of Travel and Tourism Marketing</i> , 2014, 31, 681-696.	3.1	30
15	Communicating health: Optimising young adults' engagement with health messages using social media: Study protocol. <i>Nutrition and Dietetics</i> , 2018, 75, 509-519.	0.9	27
16	Behavioral Change Starts in the Family: The Role of Family Communication and Implications for Social Marketing. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2011, 23, 367-386.	0.9	25
17	Strengthening Social Marketing Research: Harnessing "Insight" through Ethnography. <i>Australasian Marketing Journal</i> , 2015, 23, 286-293.	3.5	25
18	Market orientation and marketing in nonprofit organizations. Indications for fundraising from Victoria. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2011, 16, 84-98.	0.5	23

#	ARTICLE	IF	CITATIONS
19	Vulnerable Consumers and Debt: Can Social Marketing Assist?. Australasian Marketing Journal, 2011, 19, 203-211.	3.5	22
20	Concepts in Conflict: Students and Customers's An Australian Perspective. Journal of Marketing for Higher Education, 2000, 9, 19-40.	2.3	21
21	Self expression versus the environment: attitudes in conflict. Young Consumers, 2014, 15, 138-152.	2.3	20
22	Language of Health of Young Australian Adults: A Qualitative Exploration of Perceptions of Health, Wellbeing and Health Promotion via Online Conversations. Nutrients, 2020, 12, 887.	1.7	20
23	Consumer socialisation agency within three-generational Vietnamese families. Young Consumers, 2015, 16, 172-188.	2.3	19
24	Social change design: disrupting the benchmark template. Journal of Social Marketing, 2017, 7, 119-134.	1.3	19
25	The Raising of Corporate Sponsorship: A Behavioral Study. Journal of Nonprofit and Public Sector Marketing, 2012, 24, 222-237.	0.9	18
26	A social marketing perspective of young adults' concepts of eating for health: is it a question of morality?. International Journal of Behavioral Nutrition and Physical Activity, 2020, 17, 44.	2.0	18
27	Effects of Advertising: A Qualitative Analysis of Young Adults's Engagement with Social Media About Food. Nutrients, 2021, 13, 1934.	1.7	18
28	Building positive resilience through vulnerability analysis. Journal of Social Marketing, 2020, 10, 471-488.	1.3	17
29	Transforming Marketing Education: Historical, Contemporary and Future Perspectives. Australasian Marketing Journal, 2018, 26, 65-69.	3.5	15
30	But I AM normal: safe? driving in Vietnam. Journal of Social Marketing, 2015, 5, 105-124.	1.3	14
31	The public health community's use of social media for policy advocacy: a scoping review and suggestions to advance the field. Public Health, 2021, 198, 146-155.	1.4	14
32	Exploring the application of social media in food waste campaigns and interventions: A systematic scoping review of the academic and grey literature. Journal of Cleaner Production, 2022, 360, 132068.	4.6	14
33	Implementation of Environmental Sustainability in Business: Suggestions for Improvement. Australasian Marketing Journal, 2011, 19, 52-57.	3.5	13
34	Cultural consumption and souvenirs: an ethical framework. Arts Marketing an International Journal, 2012, 2, 144-160.	0.7	13
35	Students as global citizens: strategies for mobilizing studies abroad. Journal of Marketing for Higher Education, 2012, 22, 167-181.	2.3	13
36	Family communication for the modern era: a typology. Young Consumers, 2015, 16, 367-384.	2.3	13

#	ARTICLE	IF	CITATIONS
37	The Future of Advertising in China: Practitioner Insights Into the Evolution of Chinese Advertising Creativity. <i>Journal of Advertising Research</i> , 2016, 56, 245.	1.0	13
38	The Good, the Bad, and the Ugly: Food Packaging and Consumers. <i>Sustainability</i> , 2021, 13, 12409.	1.6	13
39	Where Do Online Games Fit into the Health Behaviour Ecology of Emerging Adults: A Scoping Review. <i>Nutrients</i> , 2021, 13, 2895.	1.7	11
40	Information Security and People: A Conundrum for Compliance. <i>Australasian Journal of Information Systems</i> , 0, 21, .	0.3	10
41	The Use of Social Media as a Persuasive Platform to Facilitate Nutrition and Health Behavior Change in Young Adults: Web-Based Conversation Study. <i>Journal of Medical Internet Research</i> , 2022, 24, e28063.	2.1	10
42	Choosing a University Course: First year students' expertise and information search activity. <i>Higher Education Research and Development</i> , 2001, 20, 217-224.	1.9	9
43	Whose Job Is That? Saving the Biosphere Starts at Work. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2015, 27, 307-330.	0.9	9
44	Improving the Health of Emerging Adult Gamers—A Scoping Review of Influences. <i>Nutrients</i> , 2022, 14, 2226.	1.7	9
45	Beyond Body Weight: Design and Validation of Psycho-Behavioural Living and Eating for Health Segments (LEHS) Profiles for Social Marketing. <i>Nutrients</i> , 2020, 12, 2882.	1.7	8
46	Beyond behaviour change: social marketing and social change. <i>Journal of Social Marketing</i> , 2014, 4, .	1.3	8
47	The taboo question. <i>Journal of Social Marketing</i> , 2014, 4, 133-154.	1.3	7
48	Psycho-Behavioural Segmentation in Food and Nutrition: A Systematic Scoping Review of the Literature. <i>Nutrients</i> , 2021, 13, 1795.	1.7	7
49	Advertising Effects? An Elemental Experiment. <i>Australasian Marketing Journal</i> , 2018, 26, 338-349.	3.5	5
50	Tiers and Fears: An Investigation of the Impact of City Tiers and Uncertainty Avoidance on Chinese Consumer Response to Creative Advertising. <i>Australasian Marketing Journal</i> , 2020, 28, 332-348.	3.5	5
51	Nutrition Meets Social Marketing: Targeting Health Promotion Campaigns to Young Adults Using the Living and Eating for Health Segments. <i>Nutrients</i> , 2021, 13, 3151.	1.7	5
52	Social marketing. , 2015, , 161-191.		4
53	Internal Social Marketing, Servicescapes and Sustainability: A Behavioural Infrastructure Approach. <i>Applying Quality of Life Research</i> , 2015, , 87-105.	0.3	3
54	The search for scientific meaning in mindfulness research: Insights from a scoping review. <i>PLoS ONE</i> , 2022, 17, e0264924.	1.1	3

#	ARTICLE	IF	CITATIONS
55	Learning from Social Marketing: Living and Eating for Health Segments (LEHS) and Social Media Use (P16-023-19). Current Developments in Nutrition, 2019, 3, nzz050.P16-023-19.	0.1	2
56	Introduction to Special Section on Non-Profit and Social Marketing. Australasian Marketing Journal, 2011, 19, 41-42.	3.5	1
57	Balancing benefits: evidence-based guidelines for school-banking programmes. International Journal of Bank Marketing, 2020, ahead-of-print, .	3.6	1
58	The Wicked Problem of Packaging and Consumers: Innovative Approaches for Sustainability Research. Environmental Footprints and Eco-design of Products and Processes, 2021, , 137-176.	0.7	1
59	Gaps to Address in Future Research Design Practices. , 2015, , 545-560.		1
60	Design Issues in Cross-Cultural Research: Suggestions for Researchers. , 2015, , 81-101.		1
61	Behavioural models (conative models). , 2014, , .		0
62	Social marketing and behaviour change: where to from here?. , 2014, , .		0
63	Leading Through Design: Developing Skills for Affinity and Ambiguity. Design Management Journal, 2014, 9, 113-123.	0.4	0
64	Case study: micro-meso-level theory â€œ DrinkWise: investing in generational social change. , 2014, , .		0
65	Design Issues in Cross-Cultural Research. , 0, , .		0
66	Gaps to Address in Future Research Design Practices. , 0, , .		0
67	Theories and their uses in social marketing. , 2014, , .		0
68	Rational economic models (cognitive models). , 2014, , .		0
69	Emotional models (affective models). , 2014, , .		0