

# Jasmina Ilicic

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3668530/publications.pdf>

Version: 2024-02-01

36  
papers

877  
citations

471509

17  
h-index

501196

28  
g-index

37  
all docs

37  
docs citations

37  
times ranked

660  
citing authors

#	ARTICLE	IF	CITATIONS
1	Effects of Multiple Endorsements and Consumerâ€™Celebrity Attachment on Attitude and Purchase Intention. <i>Australasian Marketing Journal</i> , 2011, 19, 230-237.	5.4	93
2	Ads aimed at dads: exploring consumersâ€™™ reactions towards advertising that conforms and challenges traditional gender role ideologies. <i>International Journal of Advertising</i> , 2016, 35, 970-982.	6.7	77
3	Investigating consumerâ€™“brand relational authenticity. <i>Journal of Brand Management</i> , 2014, 21, 342-363.	3.5	70
4	Celebrity co-branding partners as irrelevant brand information in advertisements. <i>Journal of Business Research</i> , 2013, 66, 941-947.	10.2	65
5	Being True to Oneself: Investigating Celebrity Brand Authenticity. <i>Psychology and Marketing</i> , 2016, 33, 410-420.	8.2	63
6	The Celebrity Capital Life Cycle: A Framework for Future Research Directions on Celebrity Endorsement. <i>Journal of Advertising</i> , 2019, 48, 61-71.	6.6	52
7	The impact of age on consumer attachment to celebrities and endorsed brand attachment. <i>Journal of Brand Management</i> , 2016, 23, 273-288.	3.5	48
8	Assessing the Credibility and Authenticity of Social Media Content for Applications in Health Communication: Scoping Review. <i>Journal of Medical Internet Research</i> , 2020, 22, e17296.	4.3	36
9	Political ideology and brand attachment. <i>International Journal of Research in Marketing</i> , 2019, 36, 630-646.	4.2	35
10	When Your Source Is Smiling, Consumers May Automatically Smile with You: Investigating the Source Expressive Display Hypothesis. <i>Psychology and Marketing</i> , 2016, 33, 5-19.	8.2	30
11	Roses are red, violets are blue, sophisticated brands have a Tiffany Hue: the effect of iconic brand color priming on brand personality judgments. <i>Journal of Brand Management</i> , 2018, 25, 384-394.	3.5	28
12	Eclipsing: When Celebrities Overshadow the Brand. <i>Psychology and Marketing</i> , 2014, 31, 1040-1050.	8.2	27
13	How a Smile Can Make a Difference: Enhancing the Persuasive Appeal Of Celebrity Endorsers. <i>Journal of Advertising Research</i> , 2018, 58, 51-64.	2.1	22
14	Fit in celebrityâ€™“charity alliances: when perceived celanthropy benefits nonprofit organisations. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2014, 19, 200-208.	0.8	21
15	Whatâ€™™s in a name? Examining the effect of phonetic fit between spokesperson name and product attributes on source credibility. <i>Marketing Letters</i> , 2015, 26, 525-534.	2.9	20
16	Names versus faces: examining spokesperson-based congruency effects in advertising. <i>European Journal of Marketing</i> , 2015, 49, 62-81.	2.9	19
17	May the force drag your dynamic logo: The brand work-energy effect. <i>International Journal of Research in Marketing</i> , 2018, 35, 509-523.	4.2	18
18	Strategies to Improve Health Communication: Can Health Professionals Be Heroes?. <i>Nutrients</i> , 2020, 12, 1861.	4.1	18

#	ARTICLE	IF	CITATIONS
19	Examining the Effectiveness of Fear Appeals in Prompting Help-Seeking: The Case of At-Risk Gamblers. <i>Psychology and Marketing</i> , 2017, 34, 648-660.	8.2	14
20	Celebrity versus film persona endorsements: Examining the effect of celebrity transgressions on consumer judgments. <i>Psychology and Marketing</i> , 2019, 36, 102-112.	8.2	14
21	Revisiting the automaticity of phonetic symbolism effects. <i>International Journal of Research in Marketing</i> , 2014, 31, 448-451.	4.2	12
22	Spot the difference: examining facial characteristics that enhance spokesperson effectiveness. <i>European Journal of Marketing</i> , 2018, 52, 348-366.	2.9	11
23	White eyes are the window to the pure soul: Metaphorical association and overgeneralization effects for spokespeople with limbal rings. <i>International Journal of Research in Marketing</i> , 2016, 33, 840-855.	4.2	10
24	Threeâ€™s company: Investigating cognitive and sentiment unit imbalance in co-branding partnerships. <i>Journal of Brand Management</i> , 2015, 22, 281-298.	3.5	9
25	Keeping it real: examining the influence of co-branding authenticity in cause-related marketing. <i>Journal of Brand Management</i> , 2019, 26, 49-59.	3.5	9
26	Consumer socialization agency in tourism decisions. <i>Journal of Vacation Marketing</i> , 2018, 24, 234-246.	4.3	8
27	Sinfully decadent: priming effects of immoral advertising symbols on indulgence. <i>Marketing Letters</i> , 2021, 32, 61-73.	2.9	8
28	Shake it off and eat less: anxiety-inducing product packaging design influences food product interaction and eating. <i>European Journal of Marketing</i> , 2022, 56, 562-583.	2.9	8
29	Smoker's Recall of Fear Appeal Imagery: Examining the Effect of Fear Intensity and Fear Type. <i>Australasian Marketing Journal</i> , 2015, 23, 61-66.	5.4	6
30	Using sublexical priming to enhance brand name phonetic symbolism effects in young children. <i>Marketing Letters</i> , 2017, 28, 565-577.	2.9	6
31	Pictures are grate! Examining the effectiveness of pictorial-based homophones on consumer judgments. <i>International Journal of Research in Marketing</i> , 2017, 34, 286-301.	4.2	6
32	Looking at you: celebrity direct eye gaze influences social media post effectiveness. <i>European Journal of Marketing</i> , 2020, 54, 3051-3076.	2.9	6
33	To Meet or Meat? Homophones in Advertising Encourage Judgments and Behaviors in Children. <i>Journal of Advertising</i> , 2018, 47, 378-394.	6.6	3
34	Effectiveness of Indecent Language in Advertising on Young Adult Consumer Attitudes and Purchase Intent. <i>Journal of Promotion Management</i> , 2015, 21, 614-629.	3.4	2
35	A spokesperson with any name wonâ€™t be as charming: the phonetic effect of spokesperson name and gender on personality evaluations. <i>Journal of Brand Management</i> , 2021, 28, 221-239.	3.5	2
36	Hidden in the Dark: Dim Ambient Lighting Increases Game Play Duration and Total Spend. <i>Journal of Gambling Studies</i> , 2021, 37, 335-350.	1.6	1