

Philip J Kitchen

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3893799/publications.pdf>

Version: 2024-02-01

32
papers

856
citations

623734

14
h-index

501196

28
g-index

39
all docs

39
docs citations

39
times ranked

636
citing authors

#	ARTICLE	IF	CITATIONS
1	The elaboration likelihood model: review, critique and research agenda. <i>European Journal of Marketing</i> , 2014, 48, 2033-2050.	2.9	163
2	IMC: New horizon/false dawn for a marketplace in turmoil?. <i>Journal of Marketing Communications</i> , 2009, 15, 197-204.	4.0	91
3	WOM and social media: Presaging future directions for research and practice. <i>Journal of Marketing Communications</i> , 2014, 20, 5-20.	4.0	84
4	Measuring integrated marketing communication by taking a broad organisational approach. <i>European Journal of Marketing</i> , 2017, 51, 692-718.	2.9	53
5	Insights into interpreting integrated marketing communications. <i>European Journal of Marketing</i> , 2007, 41, 956-970.	2.9	51
6	Rethinking models of technology adoption for Internet banking: The role of website features. <i>Journal of Financial Services Marketing</i> , 2009, 14, 56-69.	3.4	42
7	Does Traditional Advertising Theory Apply to the Digital World?. <i>Journal of Advertising Research</i> , 2015, 55, 390-400.	2.1	39
8	IMC – an integrative review. <i>International Journal of Advertising</i> , 2017, 36, 210-226.	6.7	38
9	The role of corporate identity in CSR implementation: An integrative framework. <i>Journal of Business Research</i> , 2020, 117, 694-706.	10.2	37
10	The importance of corporate social responsibility (CSR) for branding and business success in small and medium-sized enterprises (SME) in a business-to-distributor (B2D) context. <i>Journal of Strategic Marketing</i> , 2018, 26, 723-739.	5.5	33
11	Inhibition of Brand Integration amid Changing Agency Structures. <i>Journal of Marketing Communications</i> , 2007, 13, 149-168.	4.0	28
12	Exploring the link between obesity and advertising in New Zealand. <i>Journal of Marketing Communications</i> , 2004, 10, 49-67.	4.0	24
13	Word of mouth and social media. <i>Journal of Marketing Communications</i> , 2014, 20, 2-4.	4.0	23
14	Corporate Identity Antecedents and Components: Toward a Theoretical Framework. <i>Corporate Reputation Review</i> , 2013, 16, 263-284.	1.7	16
15	New conceptualization and measurement of corporate identity: Evidence from UK food and beverage industry. <i>Journal of Business Research</i> , 2020, 109, 595-606.	10.2	16
16	Sharing but caring: Location based mobile applications (LBMA) and privacy protection motivation. <i>Journal of Business Research</i> , 2022, 140, 546-555.	10.2	15
17	BP and the Deepwater Horizon oil spill: A case study of how company management employed public relations to restore a damaged brand. <i>Journal of Marketing Communications</i> , 2020, 26, 703-731.	4.0	13
18	UNCOVERING PSYCHOLOGICAL GRATIFICATIONS AFFECTING SOCIAL MEDIA UTILIZATION: A MULTIBLOCK HIERARCHICAL ANALYSIS. <i>Journal of Marketing Theory and Practice</i> , 2018, 26, 412-430.	4.3	11

#	ARTICLE	IF	CITATIONS
19	Celebrity ambassador/celebrity endorsement “ takes a licking but keeps on ticking. Journal of Strategic Marketing, 2019, 27, 373-387.	5.5	7
20	Probing Integrated Marketing Communications (IMC) in Turkey. Journal of Promotion Management, 2005, 11, 127-151.	3.4	6
21	Variability in marketing communications research and an editorial request for replication studies. Journal of Marketing Communications, 2016, 22, 1-2.	4.0	6
22	Replication and George the Galapagos tortoise. Journal of Marketing Communications, 2022, 28, 313-328.	4.0	5
23	Integrated strategic partnerships between business and not-for-profit organisations: A case study from New Zealand. Journal of Marketing Communications, 2010, 16, 255-268.	4.0	4
24	Advertising and Children. Journal of Promotion Management, 2005, 11, 175-194.	3.4	3
25	“Onâ€™Line or “Offâ€™Line” .Does the “Lineâ€™ or the “Communicationâ€™ matter most?. Journal of Marketing Communications, 2016, 22, 347-348.	4.0	3
26	Managerial and organizational perspectives on online“offline integration within integrated marketing communication: toward a holistic conceptual framework. International Journal of Advertising, 2022, 41, 519-540.	6.7	3
27	Economic Crisis and its Impact on Promotion and Media in Cyprus. Journal of Promotion Management, 2016, 22, 719-734.	3.4	2
28	The complexities of online/offline communications. Journal of Marketing Communications, 2017, 23, 111-112.	4.0	2
29	The diversity of advertising formats and the need to revisit the empirical bases of IMC. Journal of Marketing Communications, 2017, 23, 329-330.	4.0	1
30	Investigative Approaches to the Study of Advertising. Journal of Promotion Management, 2005, 11, 3-28.	3.4	0
31	Diversity, Dimensionality, Distinctiveness. Journal of Marketing Communications, 2018, 24, 1-2.	4.0	0
32	In memory of Don E. Schultz. Journal of Marketing Communications, 2020, 26, 571-574.	4.0	0