Joe Phua

List of Publications by Year in Descending Order

38 papers	**1,650** citations	**18** h-index	**40** g-index
41 ext. papers	**2,075** ext. citations	**3.8** avg, IF	**5.81** L-index

#	Paper	IF	Citations
38	Digital and Interactive Marketing Communications in Sports. *Journal of Interactive Advertising*, **2021**, 21, 75-78	6.2	2
37	Do Young Adults Attend to Health Warnings in the First IQOS Advertisement in the U.S.? An Eye-Tracking Approach. *Nicotine and Tobacco Research*, **2021**, 23, 815-822	4.9	0
36	Connecting sponsor brands through sports competitions: an identity approach to brand trust and brand loyalty. *Sport, Business and Management*, **2021**, 11, 164-184	1.1	4
35	Effects of Brand Name versus Empowerment Advertising Campaign Hashtags in Branded Instagram Posts of Luxury versus Mass-Market Brands. *Journal of Interactive Advertising*, **2020**, 20, 95-110	6.2	8
34	Intergroup Contact, COVID-19 News Consumption, and the Moderating Role of Digital Media Trust on Prejudice Toward Asians in the United States: Cross-Sectional Study. *Journal of Medical Internet Research*, **2020**, 22, e22767	7.6	10
33	Do human values matter for promoting brands on social media? How social media users' values influence valuable brand-related activities such as sharing, content creation, and reviews. *Journal of Consumer Behaviour*, **2020**, 19, 13-23	3	16
32	Pro-veganism on Instagram. *Online Information Review*, **2020**, 44, 685-704	2	14
31	The roles of celebrity endorsers and consumers vegan identity in marketing communication about veganism. *Journal of Marketing Communications*, **2020**, 26, 813-835	2.2	17
30	Marketing a health Brand on Facebook: Effects of reaction icons and user comments on brand attitude, trust, purchase intention, and eWOM intention. *Health Marketing Quarterly*, **2020**, 37, 138-154	1.1	5
29	Participation in electronic cigarette-related social media communities: Effects on attitudes toward quitting, self-efficacy, and intention to quit. *Health Marketing Quarterly*, **2019**, 36, 322-336	1.1	3
28	E-Cigarette Marketing On Social Networking Sites. *Journal of Advertising Research*, **2019**, 59, 242-254	2.1	14
27	Understanding consumer engagement with celebrity-endorsed E-Cigarette advertising on instagram. *Computers in Human Behavior*, **2018**, 84, 93-102	7.7	23
26	Starring in your own Snapchat advertisement: Influence of self-brand congruity, self-referencing and perceived humor on brand attitude and purchase intention of advertised brands. *Telematics and Informatics*, **2018**, 35, 1524-1533	8.1	26
25	Celebrity-endorsed e-cigarette brand Instagram advertisements: Effects on young adults' attitudes towards e-cigarettes and smoking intentions. *Journal of Health Psychology*, **2018**, 23, 550-560	3.1	29
24	Sport team-endorsed brands on Facebook. *Online Information Review*, **2018**, 42, 438-450	2	6
23	Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow brands: The moderating effect of social comparison, trust, tie strength, and network homophily on brand identification, brand engagement, brand commitment, and membership intention. *Telematics and Informatics*, **2017**, 34, 412-424	8.1	217
22	Self-endorsing in digital advertisements: Using virtual selves to persuade physical selves. *Computers in Human Behavior*, **2017**, 71, 110-121	7.7	13

21. Uses and gratifications of social networking sites for bridging and bonding social capital: A comparison of Facebook, Twitter, Instagram, and Snapchat. *Computers in Human Behavior*, **2017**, 72, 115-122 — 7.7, 241

20. Negotiating the Cultural Steps in Developing an Online Intervention for Korean American Intimate Partner Violence. *Journal of Aggression, Maltreatment and Trauma*, **2017**, 26, 920-936 — 1.6, 3

19. Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent. *Journal of Interactive Advertising*, **2017**, 17, 138-149 — 6.2, 256

18. Explicating the "like" on Facebook brand pages: The effect of intensity of Facebook use, number of overall "likes" and number of friends' "likes" on consumers' brand outcomes. *Journal of Marketing Communications*, **2016**, 22, 544-559 — 2.2, 58

17. Self-categorization process in sport: An examination of the "linsanity" phenomenon in Taiwan. *Sport Management Review*, **2016**, 19, 431-440 — 3.6, 1

16. Making Reservations Online: The Impact of Consumer-Written and System-Aggregated User-Generated Content (UGC) in Travel Booking Websites on Consumers' Behavioral Intentions. *Journal of Travel and Tourism Marketing*, **2016**, 33, 101-117 — 6.6, 23

15. Authenticity in Obesity Public Service Announcements: Influence of Spokesperson Type, Viewer Weight, and Source Credibility on Diet, Exercise, Information Seeking, and Electronic Word-of-Mouth Intentions. *Journal of Health Communication*, **2016**, 21, 337-45 — 2.5, 13

14. The effects of similarity, parasocial identification, and source credibility in obesity public service announcements on diet and exercise self-efficacy. *Journal of Health Psychology*, **2016**, 21, 699-708 — 3.1, 23

13. The moderating effect of computer users' autotelic need for touch on brand trust, perceived brand excitement, and brand placement awareness in haptic games and in-game advertising (IGA). *Computers in Human Behavior*, **2015**, 43, 58-67 — 7.7, 18

12. Telling stories about breastfeeding through Facebook: The impact of user-generated content (UGC) on pro-breastfeeding attitudes. *Computers in Human Behavior*, **2015**, 46, 6-17 — 7.7, 44

11. Following Celebrities' Tweets About Brands: The Impact of Twitter-Based Electronic Word-of-Mouth on Consumers' Source Credibility Perception, Buying Intention, and Social Identification With Celebrities. *Journal of Advertising*, **2014**, 43, 181-195 — 4.4, 322

10. The Influence of Asian American Spokesmodels in Technology-Related Advertising: An Experiment. *Howard Journal of Communications*, **2014**, 25, 399-414 — 0.9, 5

9. Quitting smoking using health issue-specific Social Networking Sites (SNSs): What influences participation, social identification, and smoking cessation self-efficacy?. *Journal of Smoking Cessation*, **2014**, 9, 39-51 — 0.5, 3

8. Participating in Health Issue-Specific Social Networking Sites to Quit Smoking: How Does Online Social Interconnectedness Influence Smoking Cessation Self-Efficacy?. *Journal of Communication*, **2013**, 63, 933-952 — 2.4, 31

7. The reference group perspective for smoking cessation: an examination of the influence of social norms and social identification with reference groups on smoking cessation self-efficacy. *Psychology of Addictive Behaviors*, **2013**, 27, 102-12 — 3.4, 29

6. Use of Social Networking Sites by Sports Fans: Implications for the Creation and Maintenance of Social Capital. *Journal of Sports Media*, **2012**, 7, 109-132 — 0, 32

5. "Finding a home away from home" the use of social networking sites by Asia-Pacific students in the United States for bridging and bonding social capital. *Asian Journal of Communication*, **2011**, 21, 504-519 — 2.5, 51

4. The influence of peer norms and popularity on smoking and drinking behavior among college fraternity members: A social network analysis. *Social Influence*, **2011**, 6, 153-168 — 0.5, 27

3	Sports Fans and Media Use: Influence on Sports Fan Identification and Collective Self-Esteem. *International Journal of Sport Communication*, **2010**, 3, 190-206	0.6	62
2	Can warning labels mitigate effects of advertising message claims in celebrity-endorsed Instagram-based electronic cigarette advertisements? Influence on social media users' E-cigarette attitudes and behavioral intentions. *Journal of Marketing Communications*,1-21	2.2	0
1	What drives loyal fans of brand pages to take action? The effects of self-expansion and flow on loyal page fans' sharing and creation activities. *Journal of Brand Management*,1	3.3	0