

Lauren I Labrecque

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4269971/publications.pdf>

Version: 2024-02-01

31
papers

2,797
citations

430754

18
h-index

477173

29
g-index

32
all docs

32
docs citations

32
times ranked

2116
citing authors

#	ARTICLE	IF	CITATIONS
1	Fostering Consumerâ€™Brand Relationships in Social Media Environments: The Role of Parasocial Interaction. <i>Journal of Interactive Marketing</i> , 2014, 28, 134-148.	4.3	508
2	Consumer Power: Evolution in the Digital Age. <i>Journal of Interactive Marketing</i> , 2013, 27, 257-269.	4.3	428
3	Exciting red and competent blue: the importance of color in marketing. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 711-727.	7.2	416
4	Online Personal Branding: Processes, Challenges, and Implications. <i>Journal of Interactive Marketing</i> , 2011, 25, 37-50.	4.3	244
5	The Marketersâ€™ Prismatic Palette: A Review of Color Research and Future Directions. <i>Psychology and Marketing</i> , 2013, 30, 187-202.	4.6	242
6	The Assimilative and Contrastive Effects of Word-of-Mouth Volume: An Experimental Examination of Online Consumer Ratings. <i>Journal of Retailing</i> , 2011, 87, 111-126.	4.0	167
7	Toward an Understanding of the Online Consumer's Risky Behavior and Protection Practices. <i>Journal of Consumer Affairs</i> , 2009, 43, 449-473.	1.2	144
8	Making Choices While Smelling, Tasting, and Listening: The Role of Sensory (Dis)similarity When Sequentially Sampling Products. <i>Journal of Marketing</i> , 2014, 78, 112-126.	7.0	103
9	Celebrity endorsement in social media contexts: understanding the role of parasocial interactions and the need to belong. <i>Journal of Consumer Marketing</i> , 2020, 37, 895-908.	1.2	69
10	The impact of pronoun choices on consumer engagement actions: Exploring top global brands' social media communications. <i>Psychology and Marketing</i> , 2020, 37, 796-814.	4.6	63
11	â€œDigital buddiesâ€ parasocial interactions in social media. <i>Journal of Research in Interactive Marketing</i> , 2016, 10, 305-320.	7.2	54
12	Like, Comment, or Share? Self-presentation vs. brand relationships as drivers of social media engagement choices. <i>Marketing Letters</i> , 2020, 31, 279-298.	1.9	52
13	To be or not to be different: Exploration of norms and benefits of color differentiation in the marketplace. <i>Marketing Letters</i> , 2013, 24, 165-176.	1.9	50
14	Color research in marketing: Theoretical and technical considerations for conducting rigorous and impactful color research. <i>Psychology and Marketing</i> , 2020, 37, 855-863.	4.6	45
15	A New Information Lens: The Self-concept and Exchange Context as a Means to Understand Information Sensitivity of Anonymous and Personal Identifying Information. <i>Journal of Interactive Marketing</i> , 2018, 42, 46-62.	4.3	41
16	Exploring social motivations for brand loyalty: Conformity versus escapism. <i>Journal of Brand Management</i> , 2011, 18, 457-472.	2.0	38
17	The impact of the amount of available information on decision delay: The role of common features. <i>Marketing Letters</i> , 2011, 22, 405-421.	1.9	20
18	Effects of Sequential Sensory Cues on Food Taste Perception: Crossâ€™Modal Interplay Between Visual and Olfactory Stimuli. <i>Journal of Consumer Psychology</i> , 2021, 31, 746-764.	3.2	20

#	ARTICLE	IF	CITATIONS
19	When data security goes wrong: Examining the impact of stress, social contract violation, and data type on consumer coping responses following a data breach. <i>Journal of Business Research</i> , 2021, 135, 559-571.	5.8	20
20	A Multicultural Service Sensitivity Exercise for Marketing Students. <i>Journal of Marketing Education</i> , 2013, 35, 5-17.	1.6	14
21	Stimulating the senses: An introduction to part two of the special issue on sensory marketing. <i>Psychology and Marketing</i> , 2020, 37, 1013-1018.	4.6	14
22	Addressing Online Behavioral Advertising and Privacy Implications: A Comparison of Passive Versus Active Learning Approaches. <i>Journal of Marketing Education</i> , 2021, 43, 43-58.	1.6	14
23	Graves, gifts, and the bereaved consumer: a restorative perspective of gift exchange. <i>Consumption Markets and Culture</i> , 2017, 20, 423-455.	1.3	12
24	Celebrities As Brand Shields: The Role of Parasocial Relationships in Dampening Negative Consequences from Brand Transgressions. <i>Journal of Advertising</i> , 2023, 52, 387-405.	4.1	10
25	Value Creation (vs Value Destruction) as an Unintended Consequence of Negative Comments on [Innocuous] Brand Social Media Posts. <i>Journal of Interactive Marketing</i> , 2022, 57, 115-140.	4.3	3
26	The Viability of Removing Personal Information from Online White Page Directories: Are Consumer Perceptions Aligned with Reality?. <i>Journal of Consumer Affairs</i> , 2012, 46, 345-356.	1.2	2
27	The Evolution of Consumer Empowerment in the Social Media ERA: A Critical Review. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 582-582.	0.1	2
28	Oops, i did it Again: What Students Need to know about Managing Information in a Social Media World. <i>Journal of Advertising Education</i> , 2011, 15, 59-64.	0.3	1
29	Gone but Not Forgotten: Symbolic Meaning and Motives in Gift-Giving to the Deceased. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 792-795.	0.1	0
30	Fostering Social Media Relationships: The Role of Parasocial Interaction. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 487-488.	0.1	0
31	Absinthe: an Exploration of the Role of Mythology and Ritual in Market Revival. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2016, , 325-328.	0.1	0