

Lars Bergkvist

List of Publications by Year in descending order

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Version: 2024-02-01

28
papers

3,612
citations

567281

15
h-index

580821

25
g-index

28
all docs

28
docs citations

28
times ranked

3209
citing authors

#	ARTICLE	IF	CITATIONS
1	The Predictive Validity of Multiple-Item versus Single-Item Measures of the Same Constructs. <i>Journal of Marketing Research</i> , 2007, 44, 175-184.	4.8	2,095
2	Two studies of consequences and actionable antecedents of brand love. <i>Journal of Brand Management</i> , 2010, 17, 504-518.	3.5	335
3	Celebrity endorsements: a literature review and research agenda. <i>International Journal of Advertising</i> , 2016, 35, 642-663.	6.7	289
4	Tailor-made single-item measures of doubly concrete constructs. <i>International Journal of Advertising</i> , 2009, 28, 607-621.	6.7	182
5	Appropriate use of single-item measures is here to stay. <i>Marketing Letters</i> , 2015, 26, 245-255.	2.9	171
6	A new model of how celebrity endorsements work: attitude toward the endorsement as a mediator of celebrity source and endorsement effects. <i>International Journal of Advertising</i> , 2016, 35, 171-184.	6.7	110
7	Cause-related marketing persuasion research: an integrated framework and directions for further research. <i>International Journal of Advertising</i> , 2019, 38, 5-25.	6.7	62
8	The Flipside of the Sponsorship Coin. <i>Journal of Advertising Research</i> , 2012, 52, 65-73.	2.1	55
9	The Role of Ad Likability in Predicting an Ad's Campaign Performance. <i>Journal of Advertising</i> , 2008, 37, 85-98.	6.6	51
10	Leveraged marketing communications: a framework for explaining the effects of secondary brand associations. <i>AMS Review</i> , 2016, 6, 157-175.	2.5	40
11	Construct Measurement in Advertising Research. <i>Journal of Advertising</i> , 2017, 46, 129-140.	6.6	33
12	The dynamic nature of marketing constructs. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 521-541.	11.2	30
13	The Brand Communication Effects of using a Headline to Prompt the Key Benefit in ADS with Pictorial Metaphors. <i>Journal of Advertising</i> , 2012, 41, 67-76.	6.6	27
14	The nature of doubly concrete constructs and how to identify them. <i>Journal of Business Research</i> , 2016, 69, 3427-3429.	10.2	26
15	Celebrity trait transference: when brands pick up endorsers' personality traits. <i>International Journal of Advertising</i> , 2017, 36, 663-681.	6.7	23
16	The role of confidence in attitude-intention and beliefs-attitude relationships. <i>International Journal of Advertising</i> , 2009, 28, 863-880.	6.7	15
17	Reviving and Improving Brand Awareness As a Construct in Advertising Research. <i>Journal of Advertising</i> , 2022, 51, 294-307.	6.6	14
18	Preregistration as a way to limit questionable research practice in advertising research. <i>International Journal of Advertising</i> , 2020, 39, 1172-1180.	6.7	11

#	ARTICLE	IF	CITATIONS
19	Strategic and operational remanufacturing mental models. International Journal of Operations and Production Management, 2020, 40, 173-195.	5.9	10
20	Brand personality inference: The moderating role of product meaning. Journal of Marketing Management, 2012, 28, 1291-1304.	2.3	9
21	Construct heterogeneity and proliferation in advertising research. International Journal of Advertising, 2019, 38, 1286-1302.	6.7	7
22	Perspectives: Measure proliferation in advertising research: are standard measures the solution?. International Journal of Advertising, 2021, 40, 311-323.	6.7	5
23	Changes in Definitions and Operationalizations in Advertising Research—Justified or Not?. Journal of Advertising, 2023, 52, 468-476.	6.6	5
24	Perspectives: Four steps toward more valid and comparable self-report measures in advertising research. International Journal of Advertising, 2020, 39, 738-755.	6.7	4
25	The role of C-OAR-SE in marketing measurement. European Journal of Marketing, 2016, 50, 1953-1958.	2.9	2
26	Negative effects of unlabeled response scales. International Journal of Market Research, 0, , 147078532098181.	3.8	1
27	Construct Confusion in Advertising Research. European Advertising Academy, 2021, , 1-12.	0.2	0
28	Effects of Green Seals of Approval on Brand Perceptions. , 2012, , 81-92.		0