

# Kate Westberg

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4624644/publications.pdf>

Version: 2024-02-01

20  
papers

672  
citations

759055

12  
h-index

752573

20  
g-index

20  
all docs

20  
docs citations

20  
times ranked

666  
citing authors

#	ARTICLE	IF	CITATIONS
1	Understanding fan motivation for interacting on social media. <i>Sport Management Review</i> , 2014, 17, 455-469.	1.9	173
2	An Examination of Corporate Social Responsibility Implementation and Stakeholder Engagement: A Case Study in the Australian Mining Industry. <i>Business Strategy and the Environment</i> , 2014, 23, 145-159.	8.5	106
3	Eat, drink and gamble: marketing messages about "risky" products in an Australian major sporting series. <i>BMC Public Health</i> , 2013, 13, 719.	1.2	55
4	Food literacy, healthy eating barriers and household diet. <i>European Journal of Marketing</i> , 2018, 52, 2449-2477.	1.7	51
5	Player transgressions and the management of the sport sponsor relationship. <i>Public Relations Review</i> , 2008, 34, 99-107.	1.9	47
6	Building brand equity with cause-related marketing: A comparison with sponsorship and sales promotion. <i>Journal of Marketing Communications</i> , 2014, 20, 419-437.	2.7	42
7	The impact of degenerative episodes on the sponsorship B2B relationship: Implications for brand management. <i>Industrial Marketing Management</i> , 2011, 40, 603-611.	3.7	34
8	An examination of how alcohol brands use sport to engage consumers on social media. <i>Drug and Alcohol Review</i> , 2018, 37, 28-35.	1.1	28
9	A sport crisis typology: establishing a pathway for future research. <i>International Journal of Sport Management and Marketing</i> , 2010, 7, 21.	0.1	22
10	Family decision-making in an emerging market: Tensions with tradition. <i>Journal of Business Research</i> , 2018, 86, 479-489.	5.8	21
11	What Influences the Beliefs, Behaviours and Consumption Patterns of "Moderate Risk" Gamblers?. <i>International Journal of Mental Health and Addiction</i> , 2013, 11, 474-489.	4.4	18
12	"You just change the channel if you don't like what you're going to hear": gamblers' attitudes towards, and interactions with, social marketing campaigns. <i>Health Expectations</i> , 2015, 18, 124-136.	1.1	15
13	The Unintended Normalization of Gambling. <i>Journal of Macromarketing</i> , 2017, 37, 426-443.	1.7	13
14	Promoting healthy eating in the community sport setting: a scoping review. <i>Health Promotion International</i> , 2022, 37, .	0.9	11
15	Developing food literacy in young children in the home environment. <i>International Journal of Consumer Studies</i> , 2022, 46, 1165-1177.	7.2	11
16	Alcohol-related player behavioral transgressions: Incidences, fan media responses, and a harm-reduction alternative. <i>International Review for the Sociology of Sport</i> , 2014, 49, 400-416.	1.6	8
17	Cognitive Enhancing Drugs in Sport: Current and Future Concerns. <i>Substance Use and Misuse</i> , 2020, 55, 2064-2075.	0.7	8
18	A qualitative study exploring the dietary gatekeeper's food literacy and barriers to healthy eating in the home environment. <i>Health Promotion Journal of Australia</i> , 2021, 32, 292-300.	0.6	5

#	ARTICLE	IF	CITATIONS
19	Fan empathy as a response to athlete transgressions. <i>Sport Management Review</i> , 2020, 23, 719-735.	1.9	3
20	Using Internet-Enabled Mobile Phones to Enhance Large Class Student Engagement: Lessons Learned. <i>Journal of the World Universities Forum</i> , 2009, 2, 109-122.	0.1	1