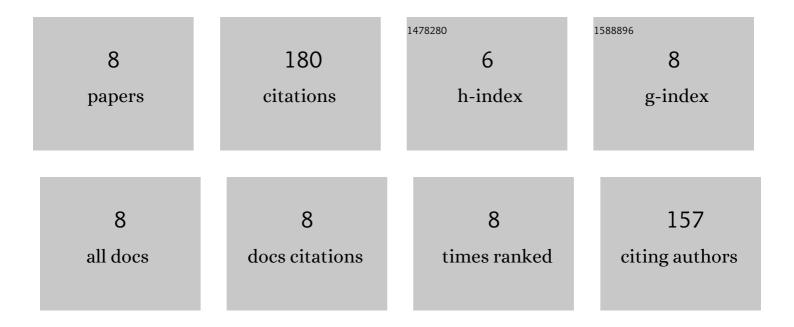
Stacey Baxter

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/4824266/publications.pdf Version: 2024-02-01



STACEV RAYTED

#	Article	IF	CITATIONS
1	Antecedents and consequences of participation in brand communities: a literature review. Journal of Brand Management, 2018, 25, 277-292.	2.0	65
2	Phonetic symbolism and children's brand name preferences. Journal of Consumer Marketing, 2011, 28, 516-523.	1.2	32
3	Fit in celebrity–charity alliances: when perceived celanthropy benefits nonprofit organisations. International Journal of Nonprofit and Voluntary Sector Marketing, 2014, 19, 200-208.	0.5	21
4	Examining children's preference for phonetically manipulated brand names across two English accent groups. International Journal of Research in Marketing, 2014, 31, 122-124.	2.4	20
5	What's in a name? Examining the effect of phonetic fit between spokesperson name and product attributes on source credibility. Marketing Letters, 2015, 26, 525-534.	1.9	20
6	Children's participation in brandâ€based social networks: examining the role of evaluative social identity, selfâ€esteem and anticipated emotions on commitment and desire to recommend. International Journal of Consumer Studies, 2016, 40, 552-561.	7.2	14
7	Cue the complaint: the visual cues of Facebook business pages and their influence on consumer complaint behaviour. Journal of Marketing Management, 2021, 37, 1027-1057.	1.2	6
8	A spokesperson with any name won't be as charming: the phonetic effect of spokesperson name and gender on personality evaluations. Journal of Brand Management, 2021, 28, 221-239.	2.0	2