

Stacey Baxter

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4824266/publications.pdf>

Version: 2024-02-01

8
papers

180
citations

1478280

6
h-index

1588896

8
g-index

8
all docs

8
docs citations

8
times ranked

157
citing authors

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