

Gayle Kerr

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5011580/publications.pdf>

Version: 2024-02-01

21
papers

1,005
citations

567281

15
h-index

713466

21
g-index

21
all docs

21
docs citations

21
times ranked

818
citing authors

#	ARTICLE	IF	CITATIONS
1	Avoidance of Advertising in Social Networking Sites. <i>Journal of Interactive Advertising</i> , 2010, 10, 16-27.	5.3	343
2	The elaboration likelihood model: review, critique and research agenda. <i>European Journal of Marketing</i> , 2014, 48, 2033-2050.	2.9	163
3	An inside-out approach to integrated marketing communication. <i>International Journal of Advertising</i> , 2008, 27, 511-548.	6.7	74
4	Buy, boycott or blog. <i>European Journal of Marketing</i> , 2012, 46, 387-405.	2.9	71
5	Does Traditional Advertising Theory Apply to the Digital World?. <i>Journal of Advertising Research</i> , 2015, 55, 390-400.	2.1	39
6	Redefining advertising in research and practice. <i>International Journal of Advertising</i> , 2021, 40, 175-198.	6.7	31
7	Strategic IMC: From abstract concept to marketing management tool. <i>Journal of Marketing Communications</i> , 2015, 21, 317-339.	4.0	30
8	Recognizing Native Ads as Advertising: Attitudinal and Behavioral Consequences. <i>Journal of Consumer Affairs</i> , 2019, 53, 1421-1442.	2.3	29
9	IMC education and digital disruption. <i>European Journal of Marketing</i> , 2017, 51, 406-420.	2.9	28
10	A framework of Corporate Social Responsibility for advertising accountability: The case of Australian government advertising campaign. <i>Journal of Marketing Communications</i> , 2008, 14, 155-169.	4.0	26
11	Apples, oranges and fruit salad: A Delphi study of the IMC educational mix. <i>Journal of Marketing Communications</i> , 2009, 15, 119-137.	4.0	26
12	Reframing communications that encourage individuals to reduce food waste. <i>Communication Research and Practice</i> , 2017, 3, 137-154.	1.2	26
13	“Someone Should Do Something” Replication and an Agenda for Collective Action. <i>Journal of Advertising</i> , 2016, 45, 4-12.	6.6	24
14	Maintenance person or architect?. <i>International Journal of Advertising</i> , 2010, 29, 547-568.	6.7	21
15	The attributes of leftovers and higher-order personal values. <i>British Food Journal</i> , 2018, 120, 1965-1979.	2.9	18
16	In Search of a Theory of Integrated Marketing Communication. <i>Journal of Advertising Education</i> , 2007, 11, 21-31.	0.3	17
17	Agency-Generated Research of Consumer-Generated Content. <i>Journal of Advertising Research</i> , 2014, 54, 469-478.	2.1	13
18	Any complaints? A review of the framework of self-regulation in the Australian advertising industry. <i>Journal of Marketing Communications</i> , 2002, 8, 189-202.	4.0	9

#	ARTICLE	IF	CITATIONS
19	Designing Executive Education Curricula to Fit the Professional Development Continuum: The Case of Advertising and Public Relations Practitioners in Australia. Journal of Advertising Education, 2007, 11, 33-46.	0.3	6
20	Power and responsibility: Advertising self-regulation and consumer protection in a digital world. Journal of Consumer Affairs, 2020, 54, 675-700.	2.3	6
21	Replication and George the Galapagos tortoise. Journal of Marketing Communications, 2022, 28, 313-328.	4.0	5