

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 | Replication and George the Galapagos tortoise. <i>Journal of Marketing Communications</i> , 2022, 28, 313-328. | 4.0 | 5 |
| 2 | Redefining advertising in research and practice. <i>International Journal of Advertising</i> , 2021, 40, 175-198. | 6.7 | 31 |
| 3 | Power and responsibility: Advertising self-regulation and consumer protection in a digital world. <i>Journal of Consumer Affairs</i> , 2020, 54, 675-700. | 2.3 | 6 |
| 4 | Recognizing Native Ads as Advertising: Attitudinal and Behavioral Consequences. <i>Journal of Consumer Affairs</i> , 2019, 53, 1421-1442. | 2.3 | 29 |
| 5 | The attributes of leftovers and higher-order personal values. <i>British Food Journal</i> , 2018, 120, 1965-1979. | 2.9 | 18 |
| 6 | IMC education and digital disruption. <i>European Journal of Marketing</i> , 2017, 51, 406-420. | 2.9 | 28 |
| 7 | Reframing communications that encourage individuals to reduce food waste. <i>Communication Research and Practice</i> , 2017, 3, 137-154. | 1.2 | 26 |
| 8 | “Someone Should Do Something” Replication and an Agenda for Collective Action. <i>Journal of Advertising</i> , 2016, 45, 4-12. | 6.6 | 24 |
| 9 | Does Traditional Advertising Theory Apply to the Digital World?. <i>Journal of Advertising Research</i> , 2015, 55, 390-400. | 2.1 | 39 |
| 10 | Strategic IMC: From abstract concept to marketing management tool. <i>Journal of Marketing Communications</i> , 2015, 21, 317-339. | 4.0 | 30 |
| 11 | Agency-Generated Research of Consumer-Generated Content. <i>Journal of Advertising Research</i> , 2014, 54, 469-478. | 2.1 | 13 |
| 12 | The elaboration likelihood model: review, critique and research agenda. <i>European Journal of Marketing</i> , 2014, 48, 2033-2050. | 2.9 | 163 |
| 13 | Buy, boycott or blog. <i>European Journal of Marketing</i> , 2012, 46, 387-405. | 2.9 | 71 |
| 14 | Maintenance person or architect?. <i>International Journal of Advertising</i> , 2010, 29, 547-568. | 6.7 | 21 |
| 15 | Avoidance of Advertising in Social Networking Sites. <i>Journal of Interactive Advertising</i> , 2010, 10, 16-27. | 5.3 | 343 |
| 16 | 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 |
| 17 | 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 |
| 18 | An inside-out approach to integrated marketing communication. <i>International Journal of Advertising</i> , 2008, 27, 511-548. | 6.7 | 74 |

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 19 | In Search of a Theory of Integrated Marketing Communication. Journal of Advertising Education, 2007, 11, 21-31. | 0.3 | 17 |
| 20 | 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 |
| 21 | Any complaints? A review of the framework of self-regulation in the Australian advertising industry. Journal of Marketing Communications, 2002, 8, 189-202. | 4.0 | 9 |