

Chen Lou

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5032079/publications.pdf>

Version: 2024-02-01

30
papers

1,944
citations

516215

16
h-index

476904

29
g-index

30
all docs

30
docs citations

30
times ranked

951
citing authors

#	ARTICLE	IF	CITATIONS
1	Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. <i>Journal of Interactive Advertising</i> , 2019, 19, 58-73.	3.0	883
2	How Social Media Influencers Foster Relationships with Followers: The Roles of Source Credibility and Fairness in Parasocial Relationship and Product Interest. <i>Journal of Interactive Advertising</i> , 2020, 20, 133-147.	3.0	150
3	Investigating Consumer Engagement with Influencer- vs. Brand-Promoted Ads: The Roles of Source and Disclosure. <i>Journal of Interactive Advertising</i> , 2019, 19, 169-186.	3.0	112
4	Fancying the New Rich and Famous? Explicating the Roles of Influencer Content, Credibility, and Parental Mediation in Adolescents's Parasocial Relationship, Materialism, and Purchase Intentions. <i>Frontiers in Psychology</i> , 2019, 10, 2567.	1.1	103
5	Social Media Influencers and Followers: Theorization of a Trans-Parasocial Relation and Explication of Its Implications for Influencer Advertising. <i>Journal of Advertising</i> , 2022, 51, 4-21.	4.1	93
6	Alcohol's Getting a Bit More Social: When Alcohol Marketing Messages on Facebook Increase Young Adults's Intentions to Imbibe. <i>Mass Communication and Society</i> , 2015, 18, 350-375.	1.2	80
7	From Clicks to Behaviors: The Mediating Effect of Intentions to Like, Share, and Comment on the Relationship Between Message Evaluations and Offline Behavioral Intentions. <i>Journal of Interactive Advertising</i> , 2015, 15, 82-96.	3.0	69
8	Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty. <i>International Journal of Advertising</i> , 2021, 40, 376-402.	4.2	62
9	Platform-swinging in a poly-social-media context: How and why users navigate multiple social media platforms. <i>Journal of Computer-Mediated Communication</i> , 2019, 24, 21-35.	1.7	56
10	The Key to 360-Degree Video Advertising: An Examination of the Degree of Narrative Structure. <i>Journal of Advertising</i> , 2019, 48, 137-152.	4.1	38
11	Bots vs. humans: how schema congruity, contingency-based interactivity, and sympathy influence consumer perceptions and patronage intentions. <i>International Journal of Advertising</i> , 2022, 41, 655-684.	4.2	37
12	Pathways to Virality: Psychophysiological Responses Preceding Likes, Shares, Comments, and Status Updates on Facebook. <i>Media Psychology</i> , 2019, 22, 196-216.	2.1	34
13	Does non-hard-sell content really work? Leveraging the value of branded content marketing in brand building. <i>Journal of Product and Brand Management</i> , 2019, 28, 773-786.	2.6	32
14	A Sponsorship Disclosure is Not Enough? How Advertising Literacy Intervention Affects Consumer Reactions to Sponsored Influencer Posts. <i>Journal of Promotion Management</i> , 2021, 27, 278-305.	2.4	27
15	Saw It on Facebook, Drank It at the Bar! Effects of Exposure to Facebook Alcohol Ads on Alcohol-Related Behaviors. <i>Journal of Interactive Advertising</i> , 2016, 16, 44-58.	3.0	24
16	Which model looks most like me? Explicating the impact of body image advertisements on female consumer well-being and consumption behaviour across brand categories. <i>International Journal of Advertising</i> , 2021, 40, 602-628.	4.2	20
17	A new era of influencer marketing: Lessons from Recent Inquires and Thoughts on Future Directions. <i>International Journal of Advertising</i> , 2022, 41, 1-5.	4.2	20
18	Curating Luxe Experiences Online? Explicating the Mechanisms of Luxury Content Marketing in Cultivating Brand Loyalty. <i>Journal of Interactive Advertising</i> , 2020, 20, 209-224.	3.0	19

#	ARTICLE	IF	CITATIONS
19	Does being a jerk work? Examining the effect of aggressive risk communication in the context of science blogs. <i>Journal of Risk Research</i> , 2018, 21, 502-520.	1.4	13
20	When Motivations Meet Affordances: News Consumption on Telegram. <i>Journalism Studies</i> , 2021, 22, 934-952.	1.2	12
21	Navigating Sexual Racism in the Sexual Field: Compensation for and Disavowal of Marginality by Racial Minority Grindr Users in Singapore. <i>Journal of Computer-Mediated Communication</i> , 2021, 26, 129-147.	1.7	12
22	“Average-Sized” Models Do Sell, But What About in East Asia? A Cross-Cultural Investigation of U.S. and Singaporean Women. <i>Journal of Advertising</i> , 2019, 48, 512-531.	4.1	9
23	Understanding Non-Profit and For-Profit Social Marketing on Social Media: The Case of Anti-Texting While Driving. <i>Journal of Promotion Management</i> , 2018, 24, 484-510.	2.4	8
24	Trick or Drink: Offline and Social Media Hierarchical Normative Influences on Halloween Celebration Drinking. <i>Health Communication</i> , 2021, 36, 1942-1948.	1.8	8
25	Understanding the impact of influencers’ responses to negative follower comments on the persuasiveness of sponsored Instagram posts. <i>International Journal of Advertising</i> , 2022, 41, 178-204.	4.2	8
26	Does Influencer-Follower Relationship Matter? Exploring How Relationship Norms and Influencer-Product Congruence Affect Advertising Effectiveness across Product Categories. <i>Journal of Interactive Advertising</i> , 2022, 22, 157-177.	3.0	7
27	Alcohol Brands Being Socially Responsible on Social Media? When and How Warning Conspicuity and Warning Integration Decrease the Efficacy of Alcohol Brand Posts among Under-Drinking-Age Youth. <i>Journal of Interactive Advertising</i> , 2020, 20, 148-163.	3.0	3
28	Press nationalism emerges in pollution disaster reporting. <i>Newspaper Research Journal</i> , 2016, 37, 124-137.	0.5	2
29	Opportunities and Challenges: Professional Development Programming in Media and Communication Education. <i>Journalism and Mass Communication Educator</i> , 2020, 75, 436-452.	0.4	2
30	Investigating the role of professional disruption in Chinese journalists’ embrace of public relations: a social identity perspective. <i>Chinese Journal of Communication</i> , 2022, 15, 54-74.	1.3	1