

# Jenni Romaniuk

## List of Publications by Year in descending order

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Version: 2024-02-01

91  
papers

2,055  
citations

236925

25  
h-index

302126

39  
g-index

92  
all docs

92  
docs citations

92  
times ranked

1203  
citing authors

#	ARTICLE	IF	CITATIONS
1	Behavioral brand loyalty and consumer brand associations. <i>Journal of Business Research</i> , 2013, 66, 67-72.	10.2	160
2	Conceptualizing and measuring brand salience. <i>Marketing Theory</i> , 2004, 4, 327-342.	3.1	130
3	Comparing Methods of Brand Image Measurement. <i>International Journal of Market Research</i> , 2006, 48, 681-698.	3.8	89
4	Measuring brand perceptions: Testing quantity and quality. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2003, 11, 218-229.	0.4	84
5	Evidence concerning the Importance of Perceived Brand Differentiation. <i>Australasian Marketing Journal</i> , 2007, 15, 42-54.	5.4	62
6	The relationship between unique brand associations, brand usage and brand performance: analysis across eight categories. <i>Journal of Marketing Management</i> , 2007, 23, 267-284.	2.3	49
7	Perceptual categorization of private labels and national brands. <i>Journal of Product and Brand Management</i> , 2009, 18, 251-261.	4.3	47
8	Modeling mental market share. <i>Journal of Business Research</i> , 2013, 66, 188-195.	10.2	47
9	Can Brand Users Really Remember Advertising More Than Nonusers? Testing an Empirical Generalization across Six Advertising Awareness Measures. <i>Journal of Advertising Research</i> , 2016, 56, 311.	2.1	42
10	The NPS and the ACSI: A Critique and An Alternative metric. <i>International Journal of Market Research</i> , 2011, 53, 327-346.	3.8	39
11	Understanding premium private labels: A consumer categorisation approach. <i>Journal of Retailing and Consumer Services</i> , 2016, 29, 22-30.	9.4	39
12	Brand Image and Brand Usage. <i>Journal of Advertising Research</i> , 2012, 52, 243-251.	2.1	37
13	Brand and Advertising Awareness: A Replication and Extension of a Known Empirical Generalisation. <i>Australasian Marketing Journal</i> , 2004, 12, 70-80.	5.4	36
14	The Nature and Incidence of Private Label Rejection. <i>Australasian Marketing Journal</i> , 2011, 19, 93-99.	5.4	36
15	The Efficacy of Brand-Execution Tactics in TV Advertising, Brand Placements, and Internet Advertising. <i>Journal of Advertising Research</i> , 2009, 49, 143-150.	2.1	35
16	Brand awareness: revisiting an old metric for a new world. <i>Journal of Product and Brand Management</i> , 2017, 26, 469-476.	4.3	35
17	Brand positioning in financial services: A longitudinal test to find the best brand position. <i>Journal of Financial Services Marketing</i> , 2001, 6, 111-121.	3.4	34
18	Positive and negative brand beliefs and brand defection/uptake. <i>European Journal of Marketing</i> , 2008, 42, 553-570.	2.9	34

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19	Comparing Methods of Measuring Brand Personality Traits. <i>Journal of Marketing Theory and Practice</i> , 2008, 16, 153-161.	4.3	31
20	Brand defection in a business-to-business financial service. <i>Journal of Business Research</i> , 2009, 62, 291-296.	10.2	31
21	Brand Salience and Customer Defection in Subscription Markets. <i>Journal of Marketing Management</i> , 2003, 19, 25-44.	2.3	29
22	Negative Brand Beliefs and Brand Usage. <i>International Journal of Market Research</i> , 2008, 50, 355-375.	3.8	29
23	Generalizations regarding the growth and decline of manufacturer and store brands. <i>Journal of Retailing and Consumer Services</i> , 2014, 21, 725-734.	9.4	29
24	Brand attributes “distribution outlets” in the mind. <i>Journal of Marketing Communications</i> , 2003, 9, 73-92.	4.0	28
25	Competition for memory retrieval between private label and national brands. <i>Journal of Business Research</i> , 2010, 63, 1142-1147.	10.2	28
26	Investigating the accuracy of self-reports of brand usage behavior. <i>Journal of Business Research</i> , 2013, 66, 224-232.	10.2	28
27	Are two brands better than one? Investigating the effects of co-branding in advertising on audience memory. <i>Marketing Letters</i> , 2018, 29, 37-48.	2.9	28
28	Cost Per Second. <i>Journal of Advertising Research</i> , 2010, 50, 68-76.	2.1	27
29	Measuring the Impact of Positive and Negative Word of Mouth: A Reappraisal. <i>Australasian Marketing Journal</i> , 2016, 24, 54-58.	5.4	26
30	Brand equity of defectors and never boughts in a business financial market. <i>Industrial Marketing Management</i> , 2010, 39, 1261-1268.	6.7	25
31	Using Known Patterns in Image Data to Determine Brand Positioning. <i>International Journal of Market Research</i> , 2000, 42, 1-10.	3.8	24
32	Building the Destination Brand: An Empirical Comparison of Two Approaches. <i>Journal of Travel and Tourism Marketing</i> , 2011, 28, 804-816.	7.0	22
33	Achieving Reach in a Multi-Media Environment. <i>Journal of Advertising Research</i> , 2013, 53, 221-230.	2.1	22
34	Loyalty to price tiers in purchases of bottled wine. <i>Journal of Product and Brand Management</i> , 2005, 14, 57-64.	4.3	21
35	Systematic response errors in self-reported category buying frequencies. <i>European Journal of Marketing</i> , 2017, 51, 1440-1459.	2.9	21
36	The Influences of Brand Usage on Response to Advertising Awareness Measures. <i>International Journal of Market Research</i> , 2009, 51, 203-218.	3.8	20

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37	Do brands lack personality?. <i>Marketing Theory</i> , 2012, 12, 333-339.	3.1	20
38	Variation in brand trust scores. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2005, 13, 363-373.	0.4	19
39	Benchmarking buyer behavior towards new brands. <i>Marketing Letters</i> , 2016, 27, 743-752.	2.9	19
40	Generalized pattern in competition among tourism destinations. <i>International Journal of Culture, Tourism and Hospitality Research</i> , 2009, 3, 33-53.	2.9	18
41	New versus Frequent Donors: Exploring the Behaviour of the Most Desirable Donors. <i>Australasian Marketing Journal</i> , 2016, 24, 198-204.	5.4	18
42	Value-For-Money Perceptions of Supermarket and Private Labels. <i>Australasian Marketing Journal</i> , 2012, 20, 171-177.	5.4	17
43	Pass it On: A Framework for Classifying the Content of Word of Mouth. <i>Australasian Marketing Journal</i> , 2014, 22, 117-124.	5.4	17
44	The Influences of Brand Usage on Response to Advertising Awareness Measures. <i>International Journal of Market Research</i> , 2009, 51, 1-13.	3.8	16
45	The stability and sales contribution of heavy buying households. <i>Journal of Consumer Behaviour</i> , 2015, 14, 13-20.	4.2	16
46	Modeling brand market share change in emerging markets. <i>International Marketing Review</i> , 2018, 35, 785-805.	3.6	16
47	Building a unique brand identity: measuring the relative ownership potential of brand identity element types. <i>Journal of Brand Management</i> , 2020, 27, 393-407.	3.5	16
48	Comparing prompted and unprompted methods for measuring consumer brand associations. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2006, 15, 3-11.	0.4	15
49	Viewpoint: What's (Brand) Love Got to do with it?. <i>International Journal of Market Research</i> , 2013, 55, 185-186.	3.8	15
50	Measuring the Strength Of Color Brand-Name Links. <i>Journal of Advertising Research</i> , 2014, 54, 313-319.	2.1	15
51	Comparing Direct and Indirect Branding in Advertising. <i>Australasian Marketing Journal</i> , 2016, 24, 20-28.	5.4	15
52	Is consumer psychology research ready for today's attention economy?. <i>Journal of Marketing Management</i> , 2017, 33, 909-916.	2.3	15
53	Word of Mouth and the Viewing of Television Programs. <i>Journal of Advertising Research</i> , 2007, 47, 462-471.	2.1	14
54	Evaluating Advertising Effects on Brand Perceptions: Incorporating Prior Knowledge. <i>International Journal of Market Research</i> , 2006, 48, 178-192.	3.8	12

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55	The Accuracy of Self-Reported Probabilities of Giving Recommendations. <i>International Journal of Market Research</i> , 2011, 53, 507-521.	3.8	12
56	The Various Words of Mouth. <i>Journal of Advertising Research</i> , 2012, 52, 12-14.	2.1	12
57	The real difference between consumers' perceptions of private labels and national brands. <i>Journal of Consumer Behaviour</i> , 2014, 13, 262-269.	4.2	12
58	Retaining the primetime television audience. <i>European Journal of Marketing</i> , 2016, 50, 1290-1307.	2.9	12
59	Exploring the past Behaviour of New Brand Buyers. <i>International Journal of Market Research</i> , 2016, 58, 733-747.	3.8	12
60	The relative influence of advertising and word-of-mouth on viewing new season television programmes. <i>European Journal of Marketing</i> , 2017, 51, 65-81.	2.9	12
61	When retailers and manufacturers advertise together; examining the effect of co-operative advertising on ad reach and memorability. <i>Journal of Retailing and Consumer Services</i> , 2020, 55, 102080.	9.4	12
62	Lifting the Productivity of TV Advertising. <i>Journal of Advertising Research</i> , 2012, 52, 146-148.	2.1	11
63	Quantifying the Extent of Temporal Decay in Service Quality Ratings. <i>International Journal of Market Research</i> , 2009, 51, 71-91.	3.8	10
64	Are You Blinded by the Heavy (Buyer)â€¦. <i>Journal of Advertising Research</i> , 2011, 51, 561-563.	2.1	10
65	Factors Moderating the Impact of Word of Mouth for TV and Film Broadcasts. <i>Australasian Marketing Journal</i> , 2013, 21, 25-29.	5.4	9
66	A classification of brand equity research endeavours. <i>Journal of Brand Management</i> , 1998, 5, 415-429.	3.5	8
67	Factors Associated with the Production of Word of Mouth. <i>International Journal of Market Research</i> , 2015, 57, 439-458.	3.8	8
68	How Healthy is Your Brand-Health Tracker?. <i>Journal of Advertising Research</i> , 2013, 53, 11-13.	2.1	7
69	Does an expanded brand user base of co-branded advertising help ad-memorability?. <i>International Journal of Market Research</i> , 2018, 60, 366-379.	3.8	7
70	Five Steps to Smarter Targeting. <i>Journal of Advertising Research</i> , 2012, 52, 288-290.	2.1	6
71	The Decay of Positive and Negative Word of Mouth after Product Experience. <i>Australasian Marketing Journal</i> , 2014, 22, 350-355.	5.4	6
72	Social Amplification: A Mechanism in the Spread of Brand Usage. <i>Australasian Marketing Journal</i> , 2017, 25, 20-25.	5.4	6

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73	Understanding consumer perceptions of luxury brands. <i>International Journal of Market Research</i> , 2020, 62, 546-560.	3.8	5
74	Brand Salience and Customer Defection in Subscription Markets. <i>Journal of Marketing Management</i> , 2003, 19, 25-44.	2.3	5
75	Uncovering generalized patterns of brand competition in China. <i>Journal of Product and Brand Management</i> , 2014, 23, 554-571.	4.3	4
76	Barriers to Increasing Donor Support. <i>Nonprofit and Voluntary Sector Quarterly</i> , 2015, 44, 1007-1025.	1.9	4
77	Improving agent-based models of diffusion. <i>European Journal of Marketing</i> , 2016, 50, 639-646.	2.9	4
78	Distortion in Retrospective Measures of Word of Mouth. <i>International Journal of Market Research</i> , 2013, 55, 477-486.	3.8	3
79	Lapsed buyers' durable brand consideration in emerging markets. <i>Journal of Business Research</i> , 2016, 69, 3645-3651.	10.2	3
80	Comparing Approaches to Elicit Brand Attributes both Face-to-face and Online. <i>International Journal of Market Research</i> , 2016, 58, 57-78.	3.8	3
81	Is Being Private Better or Worse Online? Private Labels Performance in Online Grocery Channel. <i>Springer Proceedings in Business and Economics</i> , 2016, , 63-65.	0.3	3
82	Validation and sufficiency. <i>European Journal of Marketing</i> , 2016, 50, 661-666.	2.9	3
83	Supporters'™ Perceptions of Benefits Delivered by Different Charity Activities. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2019, 31, 20-41.	1.6	3
84	Buying of Private Labels Across Categories: How Far Is too far?. <i>Springer Proceedings in Business and Economics</i> , 2015, , 35-42.	0.3	3
85	The ARF 360 Model. <i>Journal of Advertising Research</i> , 2010, 50, 334-343.	2.1	2
86	The Strengths and Weaknesses of Celebrities as Branding and Creative Design Elements in Advertising. <i>Journal of Design, Business and Society</i> , 2015, 1, 57-75.	0.3	2
87	Tainted Love. <i>International Journal of Market Research</i> , 2015, 57, 673-675.	3.8	2
88	How far is too far?. <i>European Journal of Marketing</i> , 2019, 53, 108-120.	2.9	2
89	De-Clutter Your Mind. <i>Journal of Advertising Research</i> , 2013, 53, 131-133.	2.1	1
90	Television advertising television: measuring the ability of television promos to deliver ratings for new programs using single-source data. <i>International Journal of Advertising</i> , 2018, 37, 463-481.	6.7	1

#	ARTICLE	IF	CITATIONS
91	Coming in December: How Cross-Platform Advertising Works. Journal of Advertising Research, 2015, 55, 353.	2.1	0