

# Magda Nenycz-Thiel

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5168838/publications.pdf>

Version: 2024-02-01

37  
papers

975  
citations

430874

18  
h-index

454955

30  
g-index

38  
all docs

38  
docs citations

38  
times ranked

733  
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	How do shoppers behave online? An observational study of online grocery shopping. <i>Journal of Consumer Behaviour</i> , 2016, 15, 261-270.	4.2	91
3	Analyzing the intensity of private label competition across retailers. <i>Journal of Business Research</i> , 2013, 66, 60-66.	10.2	65
4	Comparing retailer purchase patterns and brand metrics for in-store and online grocery purchasing. <i>Journal of Marketing Management</i> , 2014, 30, 364-382.	2.3	61
5	Moderating effects of prior brand usage on visual attention to video advertising and recall: An eye-tracking investigation. <i>Journal of Business Research</i> , 2020, 111, 241-248.	10.2	42
6	Understanding premium private labels: A consumer categorisation approach. <i>Journal of Retailing and Consumer Services</i> , 2016, 29, 22-30.	9.4	39
7	In 25 Years, Across 50 Categories, User Profiles for Directly Competing Brands Seldom Differ. <i>Journal of Advertising Research</i> , 2012, 52, 252-261.	2.1	38
8	The Nature and Incidence of Private Label Rejection. <i>Australasian Marketing Journal</i> , 2011, 19, 93-99.	5.4	36
9	A dual-process model of how incorporating audio-visual sensory cues in video advertising promotes active attention. <i>Psychology and Marketing</i> , 2020, 37, 1057-1067.	8.2	33
10	The Effect of "Green" Messages on Brand Purchase and Brand Rejection. <i>Australasian Marketing Journal</i> , 2013, 21, 105-110.	5.4	32
11	Private labels in Australia: A case where retailer concentration does not predicate private labels share. <i>Journal of Brand Management</i> , 2011, 18, 624-633.	3.5	31
12	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
13	Competition for memory retrieval between private label and national brands. <i>Journal of Business Research</i> , 2010, 63, 1142-1147.	10.2	28
14	Investigating the accuracy of self-reports of brand usage behavior. <i>Journal of Business Research</i> , 2013, 66, 224-232.	10.2	28
15	Brand image and brand loyalty: Do they show the same deviations from a common underlying pattern?. <i>Journal of Consumer Behaviour</i> , 2015, 14, 317-324.	4.2	27
16	What Makes a Television Commercial Sell? Using Biometrics to Identify Successful Ads. <i>Journal of Advertising Research</i> , 2017, 57, 53-66.	2.1	25
17	Best Measures of Attention To Creative Tactics in TV Advertising. <i>Journal of Advertising Research</i> , 2019, 59, 295-311.	2.1	24
18	Systematic response errors in self-reported category buying frequencies. <i>European Journal of Marketing</i> , 2017, 51, 1440-1459.	2.9	21

#	ARTICLE	IF	CITATIONS
19	When "Significant"™ is not Significant. International Journal of Market Research, 2014, 56, 591-607.	3.8	18
20	Value-For-Money Perceptions of Supermarket and Private Labels. Australasian Marketing Journal, 2012, 20, 171-177.	5.4	17
21	Understanding Shopper Transaction Data. International Journal of Market Research, 2016, 58, 401-419.	3.8	17
22	The Effects of Commercial Length On Advertising Impact. Journal of Advertising Research, 2020, 60, 54-70.	2.1	17
23	Portfolios: Patterns in brand penetration, market share, and hero product variants. Journal of Retailing and Consumer Services, 2018, 41, 211-217.	9.4	16
24	Modeling brand market share change in emerging markets. International Marketing Review, 2018, 35, 785-805.	3.6	16
25	Measuring the Strength Of Color Brand-Name Links. Journal of Advertising Research, 2014, 54, 313-319.	2.1	15
26	The real difference between consumers' perceptions of private labels and national brands. Journal of Consumer Behaviour, 2014, 13, 262-269.	4.2	12
27	An Exploration of Consumer Attitudes and Purchasing Patterns in Fair Trade Coffee and Tea. Journal of Food Products Marketing, 2015, 21, 552-567.	3.3	11
28	Fundamental basket size patterns and their relation to retailer performance. Journal of Retailing and Consumer Services, 2020, 54, 102032.	9.4	9
29	Lapsed buyers' durable brand consideration in emerging markets. Journal of Business Research, 2016, 69, 3645-3651.	10.2	3
30	Is Being Private Better or Worse Online? Private Labels Performance in Online Grocery Channel. Springer Proceedings in Business and Economics, 2016, , 63-65.	0.3	3
31	Investigating Undercurrents of Stationarity and Growth With Long-Term Panel Data. International Journal of Market Research, 0, , 147078532110391.	3.8	3
32	Buying of Private Labels Across Categories: How Far Is too far?. Springer Proceedings in Business and Economics, 2015, , 35-42.	0.3	3
33	How far is too far?. European Journal of Marketing, 2019, 53, 108-120.	2.9	2
34	A rising tide lifts all boats: the role of share and category changes in managing organic sales growth. Journal of Strategic Marketing, 0, , 1-18.	5.5	1
35	When 'significant' is not significant. International Journal of Market Research, 2014, 56, 591.	3.8	1
36	"Sharing the Cup of Knowledge" Special Section from ANZMAC 2012. Australasian Marketing Journal, 2013, 21, 219-220.	5.4	0

#	ARTICLE	IF	CITATIONS
37	Response to Comments on "When "Significant" is Not Significant". International Journal of Market Research, 2015, 57, 339-342.	3.8	0