

# 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  | 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        |
| 2  | The Effects of Commercial Length On Advertising Impact. <i>Journal of Advertising Research</i> , 2020, 60, 54-70.   | 2.1  | 17        |
| 3  | Fundamental basket size patterns and their relation to retailer performance. <i>Journal of Retailing and Consumer Services</i> , 2020, 54, 102032.                                    | 9.4  | 9         |
| 4  | 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        |
| 5  | Best Measures of Attention To Creative Tactics in TV Advertising. <i>Journal of Advertising Research</i> , 2019, 59, 295-311.   | 2.1  | 24        |
| 6  | How far is too far?. <i>European Journal of Marketing</i> , 2019, 53, 108-120.  | 2.9  | 2         |
| 7  | Portfolios: Patterns in brand penetration, market share, and hero product variants. <i>Journal of Retailing and Consumer Services</i> , 2018, 41, 211-217.                            | 9.4  | 16        |
| 8  | Modeling brand market share change in emerging markets. <i>International Marketing Review</i> , 2018, 35, 785-805.  | 3.6  | 16        |
| 9  | Systematic response errors in self-reported category buying frequencies. <i>European Journal of Marketing</i> , 2017, 51, 1440-1459.  | 2.9  | 21        |
| 10 | 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        |
| 11 | Lapsed buyers' durable brand consideration in emerging markets. <i>Journal of Business Research</i> , 2016, 69, 3645-3651.  | 10.2 | 3         |
| 12 | Understanding Shopper Transaction Data. <i>International Journal of Market Research</i> , 2016, 58, 401-419.  | 3.8  | 17        |
| 13 | 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         |
| 14 | 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        |
| 15 | Understanding premium private labels: A consumer categorisation approach. <i>Journal of Retailing and Consumer Services</i> , 2016, 29, 22-30.  | 9.4  | 39        |
| 16 | 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        |
| 17 | Response to Comments on "When 'Significant' is Not Significant". <i>International Journal of Market Research</i> , 2015, 57, 339-342.   | 3.8  | 0         |
| 18 | An Exploration of Consumer Attitudes and Purchasing Patterns in Fair Trade Coffee and Tea. <i>Journal of Food Products Marketing</i> , 2015, 21, 552-567.                             | 3.3  | 11        |

| #  | ARTICLE   | IF   | CITATIONS |
|----|---|------|-----------|
| 19 | Buying of Private Labels Across Categories: How Far Is too far?. Springer Proceedings in Business and Economics, 2015, , 35-42.                           | 0.3  | 3         |
| 20 | Measuring the Strength Of Color Brand-Name Links. Journal of Advertising Research, 2014, 54, 313-319.   | 2.1  | 15        |
| 21 | Comparing retailer purchase patterns and brand metrics for in-store and online grocery purchasing. Journal of Marketing Management, 2014, 30, 364-382.    | 2.3  | 61        |
| 22 | Generalizations regarding the growth and decline of manufacturer and store brands. Journal of Retailing and Consumer Services, 2014, 21, 725-734.         | 9.4  | 29        |
| 23 | The real difference between consumers' perceptions of private labels and national brands. Journal of Consumer Behaviour, 2014, 13, 262-269.               | 4.2  | 12        |
| 24 | When "Significant"™ is not Significant. International Journal of Market Research, 2014, 56, 591-607.  | 3.8  | 18        |
| 25 | When 'significant' is not significant. International Journal of Market Research, 2014, 56, 591.   | 3.8  | 1         |
| 26 | The Effect of "Green"™ Messages on Brand Purchase and Brand Rejection. Australasian Marketing Journal, 2013, 21, 105-110.                                 | 5.4  | 32        |
| 27 | "Sharing the Cup of Knowledge" Special Section from ANZMAC 2012. Australasian Marketing Journal, 2013, 21, 219-220.                                       | 5.4  | 0         |
| 28 | Analyzing the intensity of private label competition across retailers. Journal of Business Research, 2013, 66, 60-66.                                     | 10.2 | 65        |
| 29 | Behavioral brand loyalty and consumer brand associations. Journal of Business Research, 2013, 66, 67-72.  | 10.2 | 160       |
| 30 | Investigating the accuracy of self-reports of brand usage behavior. Journal of Business Research, 2013, 66, 224-232.                                      | 10.2 | 28        |
| 31 | Value-For-Money Perceptions of Supermarket and Private Labels. Australasian Marketing Journal, 2012, 20, 171-177.   | 5.4  | 17        |
| 32 | In 25 Years, Across 50 Categories, User Profiles for Directly Competing Brands Seldom Differ. Journal of Advertising Research, 2012, 52, 252-261.         | 2.1  | 38        |
| 33 | The Nature and Incidence of Private Label Rejection. Australasian Marketing Journal, 2011, 19, 93-99.   | 5.4  | 36        |
| 34 | Private labels in Australia: A case where retailer concentration does not predicate private labels share. Journal of Brand Management, 2011, 18, 624-633. | 3.5  | 31        |
| 35 | Competition for memory retrieval between private label and national brands. Journal of Business Research, 2010, 63, 1142-1147.                            | 10.2 | 28        |
| 36 | Investigating Undercurrents of Stationarity and Growth With Long-Term Panel Data. International Journal of Market Research, 0, , 147078532110391.         | 3.8  | 3         |

| #  | ARTICLE  | IF  | CITATIONS |
|----|--|-----|-----------|
| 37 | 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         |