

# Taylor Jing Wen

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5730082/publications.pdf>

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15  
papers

115  
citations

1478505

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1372567

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docs citations

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times ranked

71  
citing authors

#	ARTICLE	IF	CITATIONS
1	Empowering Emotion: The Driving Force of Share and Purchase Intentions in Viral Advertising. Journal of Current Issues and Research in Advertising, 2022, 43, 47-67.	4.3	7
2	Predicting Advertising Persuasiveness: A Decision Tree Method for Understanding Emotional (In)Congruence of Ad Placement on YouTube. Journal of Current Issues and Research in Advertising, 2022, 43, 200-218.	4.3	6
3	Exploring the Public Perception of Depression: Interplay between the Attribution of Cause and Narrative Persuasion. Health Communication, 2021, 36, 992-1000.	3.1	3
4	Understanding AI Advertising From the Consumer Perspective. Journal of Advertising Research, 2021, 61, 133-146.	2.1	10
5	Does public segmentation matter in crisis communication? The interplay between public segmentation and crisis response strategies. Corporate Communications, 2021, 26, 622-635.	2.1	10
6	Uncertainty and Negative Emotions in Parental Decision-making on Childhood Vaccinations: Extending the Theory of Planned Behavior to the Context of Conflicting Health Information. Journal of Health Communication, 2021, 26, 215-224.	2.4	16
7	Building consumer communal relationships through <sc>cause-related</sc> marketing: From the perspective of persuasion knowledge. Journal of Consumer Behaviour, 2021, 20, 1388-1402.	4.2	3
8	Effects of Affect: How Mood and Arousal Influence Consumer Evaluation of Search Engine Result Page (SERP) Ad Snippets. Journal of Interactive Advertising, 2021, 21, 145-158.	5.3	1
9	Activating persuasion knowledge in native advertising: the influence of cognitive load and disclosure language. International Journal of Advertising, 2020, 39, 74-93.	6.7	25
10	Congruity between mood and brand involvement enhances the effectiveness of message appeals: Dual processing model perspective. Journal of Marketing Communications, 2020, , 1-19.	4.0	8
11	Exploring the impact of affect on the effectiveness of comparative versus non-comparative advertisements. International Journal of Advertising, 2019, 38, 296-315.	6.7	13
12	Positive versus negative comparison in advertisements: the affect priming perspective. Journal of Promotion Management, 2019, 25, 1009-1027.	3.4	1
13	Integrating Incidental and Integral Emotions in Non-Profit Communications: An Experiment of Blood Donation Message. International Journal of Strategic Communication, 2019, 13, 42-59.	2.0	8
14	Communicating ALS to the public: The message effectiveness of social-media-based health campaign. Health Marketing Quarterly, 2018, 35, 47-64.	1.0	2
15	The Psychological Processes of Mixed Valence Images: Emotional Response, Visual Attention, and Memory. Visual Communication Quarterly, 2018, 25, 225-239.	0.4	2