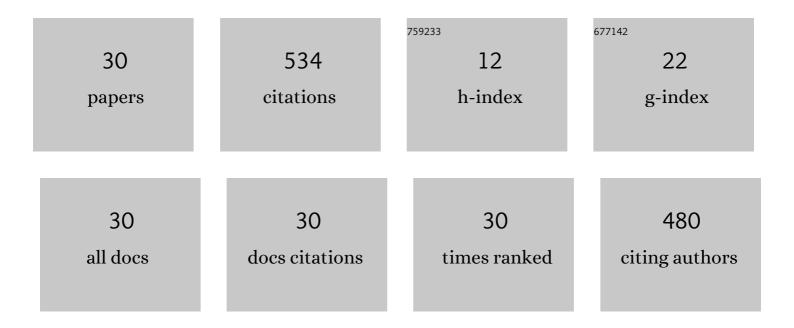
Alicia Kulczynski

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/5981636/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Ads aimed at dads: exploring consumers' reactions towards advertising that conforms and challenges traditional gender role ideologies. International Journal of Advertising, 2016, 35, 970-982.	6.7	77
2	Antecedents and consequences of participation in brand communities: a literature review. Journal of Brand Management, 2018, 25, 277-292.	3.5	65
3	The impact of age on consumer attachment to celebrities and endorsed brand attachment. Journal of Brand Management, 2016, 23, 273-288.	3.5	48
4	Measuring Motivations for Popular Music Concert Attendance. Event Management, 2016, 20, 239-254.	1.1	33
5	When Your Source Is Smiling, Consumers May Automatically Smile with You: Investigating the Source Expressive Display Hypothesis. Psychology and Marketing, 2016, 33, 5-19.	8.2	30
6	Healthy Kids: Examining the Effect of Message Framing and Polarity on Children's Attitudes and Behavioral Intentions. Journal of Advertising, 2015, 44, 140-150.	6.6	28
7	Roses are red, violets are blue, sophisticated brands have a Tiffany Hue: the effect of iconic brand color priming on brand personality judgments. Journal of Brand Management, 2018, 25, 384-394.	3.5	28
8	How a Smile Can Make a Difference: Enhancing the Persuasive Appeal Of Celebrity Endorsers. Journal of Advertising Research, 2018, 58, 51-64.	2.1	22
9	Communicating product size using sound and shape symbolism. Journal of Product and Brand Management, 2015, 24, 472-480.	4.3	20
10	What's in a name? Examining the effect of phonetic fit between spokesperson name and product attributes on source credibility. Marketing Letters, 2015, 26, 525-534.	2.9	20
11	Names versus faces: examining spokesperson-based congruency effects in advertising. European Journal of Marketing, 2015, 49, 62-81.	2.9	19
12	How devoted are you? An examination of online music fan behaviour. Annals of Leisure Research, 2012, 15, 354-365.	1.7	17
13	Children's participation in brandâ€based social networks: examining the role of evaluative social identity, selfâ€esteem and anticipated emotions on commitment and desire to recommend. International Journal of Consumer Studies, 2016, 40, 552-561.	11.6	14
14	Revisiting the automaticity of phonetic symbolism effects. International Journal of Research in Marketing, 2014, 31, 448-451.	4.2	12
15	â€ĩI'm like you, you're like me, we make a great brand community!' Similarity and children's brand community participation Journal of Retailing and Consumer Services, 2020, 52, 101895.	9.4	12
16	Promoting authenticity through celebrity brands. European Journal of Marketing, 2021, 55, 2072-2099.	2.9	12
17	Spot the difference: examining facial characteristics that enhance spokesperson effectiveness. European Journal of Marketing, 2018, 52, 348-366.	2.9	11
18	White eyes are the window to the pure soul: Metaphorical association and overgeneralization effects for spokespeople with limbal rings. International Journal of Research in Marketing, 2016, 33, 840-855.	4.2	10

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#	ARTICLE	IF	CITATIONS
19	Keeping it real: examining the influence of co-branding authenticity in cause-related marketing. Journal of Brand Management, 2019, 26, 49-59.	3.5	9
20	Sinfully decadent: priming effects of immoral advertising symbols on indulgence. Marketing Letters, 2021, 32, 61-73.	2.9	8
21	You see Froot, you think fruit: examining the effectiveness of pseudohomophone priming. European Journal of Marketing, 2017, 51, 885-902.	2.9	7
22	Using sublexical priming to enhance brand name phonetic symbolism effects in young children. Marketing Letters, 2017, 28, 565-577.	2.9	6
23	Pictures are grate! Examining the effectiveness of pictorial-based homophones on consumer judgments. International Journal of Research in Marketing, 2017, 34, 286-301.	4.2	6
24	Cue the complaint: the visual cues of Facebook business pages and their influence on consumer complaint behaviour. Journal of Marketing Management, 2021, 37, 1027-1057.	2.3	6
25	To Meet or Meat? Homophones in Advertising Encourage Judgments and Behaviors in Children. Journal of Advertising, 2018, 47, 378-394.	6.6	3
26	Antecedents and Consequences of Children's Brand Community Participation: A Replication and Extension Study. Journal of Marketing Behavior, 2017, 3, 63-72.	0.4	3
27	Pseudohomophones as brand names. European Journal of Marketing, 2018, 52, 1909-1930.	2.9	2
28	Take the pressure down: investigating the influence of peer pressure on participation desire in child-oriented brand communities. Journal of Strategic Marketing, 2021, 29, 690-705.	5.5	2
29	A spokesperson with any name won't be as charming: the phonetic effect of spokesperson name and gender on personality evaluations. Journal of Brand Management, 2021, 28, 221-239.	3.5	2
30	For all to see: social risk and observable complaining on Facebook. European Journal of Marketing, 2021, ahead-of-print, .	2.9	2