

Alicia Kulczynski

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5981636/publications.pdf>

Version: 2024-02-01

30
papers

534
citations

759233

12
h-index

677142

22
g-index

30
all docs

30
docs citations

30
times ranked

480
citing authors

| # | 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 brand-based social networks: examining the role of evaluative social identity, self-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€I'm like you, you're like me, we make a great brand community!â€™ 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 |

| # | 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 |