

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

759055

12
h-index

677027

22
g-index

30
all docs

30
docs citations

30
times ranked

480
citing authors

#	ARTICLE	IF	CITATIONS
1	Take the pressure down: investigating the influence of peer pressure on participation desire in child-oriented brand communities. <i>Journal of Strategic Marketing</i> , 2021, 29, 690-705.	3.7	2
2	Sinfully decadent: priming effects of immoral advertising symbols on indulgence. <i>Marketing Letters</i> , 2021, 32, 61-73.	1.9	8
3	A spokesperson with any name won't be as charming: the phonetic effect of spokesperson name and gender on personality evaluations. <i>Journal of Brand Management</i> , 2021, 28, 221-239.	2.0	2
4	Promoting authenticity through celebrity brands. <i>European Journal of Marketing</i> , 2021, 55, 2072-2099.	1.7	12
5	Cue the complaint: the visual cues of Facebook business pages and their influence on consumer complaint behaviour. <i>Journal of Marketing Management</i> , 2021, 37, 1027-1057.	1.2	6
6	For all to see: social risk and observable complaining on Facebook. <i>European Journal of Marketing</i> , 2021, ahead-of-print, .	1.7	2
7	â€™I'm like you, you're like me, we make a great brand community!â€™ Similarity and children's brand community participation.. <i>Journal of Retailing and Consumer Services</i> , 2020, 52, 101895.	5.3	12
8	Keeping it real: examining the influence of co-branding authenticity in cause-related marketing. <i>Journal of Brand Management</i> , 2019, 26, 49-59.	2.0	9
9	Spot the difference: examining facial characteristics that enhance spokesperson effectiveness. <i>European Journal of Marketing</i> , 2018, 52, 348-366.	1.7	11
10	Roses are red, violets are blue, sophisticated brands have a Tiffany Hue: the effect of iconic brand color priming on brand personality judgments. <i>Journal of Brand Management</i> , 2018, 25, 384-394.	2.0	28
11	Antecedents and consequences of participation in brand communities: a literature review. <i>Journal of Brand Management</i> , 2018, 25, 277-292.	2.0	65
12	To Meet or Meat? Homophones in Advertising Encourage Judgments and Behaviors in Children. <i>Journal of Advertising</i> , 2018, 47, 378-394.	4.1	3
13	How a Smile Can Make a Difference: Enhancing the Persuasive Appeal Of Celebrity Endorsers. <i>Journal of Advertising Research</i> , 2018, 58, 51-64.	1.0	22
14	Pseudohomophones as brand names. <i>European Journal of Marketing</i> , 2018, 52, 1909-1930.	1.7	2
15	You see Froot, you think fruit: examining the effectiveness of pseudohomophone priming. <i>European Journal of Marketing</i> , 2017, 51, 885-902.	1.7	7
16	Using sublexical priming to enhance brand name phonetic symbolism effects in young children. <i>Marketing Letters</i> , 2017, 28, 565-577.	1.9	6
17	Pictures are grate! Examining the effectiveness of pictorial-based homophones on consumer judgments. <i>International Journal of Research in Marketing</i> , 2017, 34, 286-301.	2.4	6
18	Antecedents and Consequences of Children's Brand Community Participation: A Replication and Extension Study. <i>Journal of Marketing Behavior</i> , 2017, 3, 63-72.	0.4	3

#	ARTICLE	IF	CITATIONS
19	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. <i>International Journal of Consumer Studies</i> , 2016, 40, 552-561.	7.2	14
20	Measuring Motivations for Popular Music Concert Attendance. <i>Event Management</i> , 2016, 20, 239-254.	0.6	33
21	The impact of age on consumer attachment to celebrities and endorsed brand attachment. <i>Journal of Brand Management</i> , 2016, 23, 273-288.	2.0	48
22	White eyes are the window to the pure soul: Metaphorical association and overgeneralization effects for spokespeople with limbal rings. <i>International Journal of Research in Marketing</i> , 2016, 33, 840-855.	2.4	10
23	When Your Source Is Smiling, Consumers May Automatically Smile with You: Investigating the Source Expressive Display Hypothesis. <i>Psychology and Marketing</i> , 2016, 33, 5-19.	4.6	30
24	Ads aimed at dads: exploring consumers' reactions towards advertising that conforms and challenges traditional gender role ideologies. <i>International Journal of Advertising</i> , 2016, 35, 970-982.	4.2	77
25	Names versus faces: examining spokesperson-based congruency effects in advertising. <i>European Journal of Marketing</i> , 2015, 49, 62-81.	1.7	19
26	Healthy Kids: Examining the Effect of Message Framing and Polarity on Children's Attitudes and Behavioral Intentions. <i>Journal of Advertising</i> , 2015, 44, 140-150.	4.1	28
27	Communicating product size using sound and shape symbolism. <i>Journal of Product and Brand Management</i> , 2015, 24, 472-480.	2.6	20
28	What's in a name? Examining the effect of phonetic fit between spokesperson name and product attributes on source credibility. <i>Marketing Letters</i> , 2015, 26, 525-534.	1.9	20
29	Revisiting the automaticity of phonetic symbolism effects. <i>International Journal of Research in Marketing</i> , 2014, 31, 448-451.	2.4	12
30	How devoted are you? An examination of online music fan behaviour. <i>Annals of Leisure Research</i> , 2012, 15, 354-365.	1.0	17