

# Nathalie Dens

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7487358/publications.pdf>

Version: 2024-02-01

53  
papers

1,994  
citations

279798

23  
h-index

254184

43  
g-index

53  
all docs

53  
docs citations

53  
times ranked

1446  
citing authors

#	ARTICLE	IF	CITATIONS
1	The processing of native advertising compared to banner advertising: an eye-tracking experiment. <i>Electronic Commerce Research</i> , 2023, 23, 1921-1940.	5.0	5
2	The Effects of Model Ethnicity in Charity Appeals for Local and Global Charities. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2022, 34, 129-148.	1.6	1
3	How and When Personalized Advertising Leads to Brand Attitude, Click, and WOM Intention. <i>Journal of Advertising</i> , 2022, 51, 39-56.	6.6	36
4	Physical Activity during the First Lockdown of the COVID-19 Pandemic: Investigating the Reliance on Digital Technologies, Perceived Benefits, Barriers and the Impact of Affect. <i>International Journal of Environmental Research and Public Health</i> , 2021, 18, 5555.	2.6	11
5	Brand placement across media: The interaction of placement modality and frequency in film versus text. <i>Journal of Business Research</i> , 2021, 128, 20-30.	10.2	8
6	Personalized advertisements with integration of names and photographs: An eye-tracking experiment. <i>Journal of Business Research</i> , 2020, 111, 196-207.	10.2	53
7	Which cues influence the perceived usefulness and credibility of an online review? A conjoint analysis. <i>Online Information Review</i> , 2020, 45, 1-20.	3.2	13
8	Motivations to Use Different Social Media Types and Their Impact on Consumers' Online Brand-Related Activities (COBRAs). <i>Journal of Interactive Marketing</i> , 2020, 52, 79-98.	6.2	91
9	When do social alliances pay off? How the effect on corporate image depends on consumers' prosocial attitudes. <i>Journal of Brand Management</i> , 2019, 26, 195-208.	3.5	7
10	Using mixture amount modeling to optimize the advertising media mix and quantify cross-media synergy for specific target groups. <i>Applied Stochastic Models in Business and Industry</i> , 2019, 35, 1228-1252.	1.5	2
11	Quid pro quo. <i>European Journal of Marketing</i> , 2019, 53, 320-344.	2.9	10
12	The Impact of Relational Characteristics on Consumer Responses to Word of Mouth on Social Networking Sites. <i>International Journal of Electronic Commerce</i> , 2019, 23, 212-243.	3.0	19
13	EFFECTS OF PARTNERS' COMMUNICATIONS ON CONSUMER PERCEPTIONS OF JOINT INNOVATION EFFORTS. <i>International Journal of Innovation Management</i> , 2019, 23, 1940008.	1.2	3
14	How consumers' media usage creates synergy in advertising campaigns. <i>International Journal of Market Research</i> , 2018, 60, 268-287.	3.8	13
15	How reading in a foreign versus native language moderates the impact of repetition-induced brand placement prominence on placement responses. <i>Journal of Brand Management</i> , 2018, 25, 500-518.	3.5	10
16	The impact of text valence, star rating and rated usefulness in online reviews. <i>International Journal of Advertising</i> , 2018, 37, 340-359.	6.7	36
17	Power Distance, Uncertainty Avoidance, and the Effects of Source Credibility on Health Risk Message Compliance. <i>Health Communication</i> , 2018, 33, 291-298.	3.1	53
18	Better together? Harnessing the power of brand placement through program sponsorship messages. <i>Journal of Business Research</i> , 2018, 83, 151-159.	10.2	15

#	ARTICLE	IF	CITATIONS
19	How consumers' values influence responses to male and female gender role stereotyping in advertising. <i>International Journal of Advertising</i> , 2018, 37, 893-913.	6.7	72
20	Consumer responses to different degrees of advertising adaptation: the moderating role of national openness to foreign markets. <i>International Journal of Advertising</i> , 2017, 36, 293-313.	6.7	18
21	Brand placement repetition in a fictional text. <i>International Journal of Advertising</i> , 2017, 36, 38-59.	6.7	17
22	Don't be so emotional! How tone of voice and service type affect the relationship between message valence and consumer responses to WOM in social media. <i>Online Information Review</i> , 2017, 41, 905-920.	3.2	30
23	Brand placement in text: the short- and long-term effects of placement modality and need for cognition. <i>International Journal of Advertising</i> , 2017, 36, 682-704.	6.7	10
24	When and why is perceived congruity important for in-game advertising in fantasy games?. <i>Computers in Human Behavior</i> , 2016, 64, 871-880.	8.5	16
25	The influence of gender on the effectiveness of probability markers in advertising. <i>International Journal of Advertising</i> , 2016, 35, 682-705.	6.7	5
26	How to Mix Brand Placements in Television Programmes to Maximise Effectiveness. <i>International Journal of Market Research</i> , 2016, 58, 649-670.	3.8	3
27	Does the Context Really Matter, and for Whom? Explaining the Effects of Program Liking for an Advertiser Funded Program. , 2016, , 291-306.		0
28	Do I know you? How brand familiarity and perceived fit affect consumers' attitudes towards brands placed in movies. <i>Marketing Letters</i> , 2016, 27, 461-471.	2.9	31
29	A longitudinal content analysis of gender role portrayal in Belgian television advertising. <i>Journal of Marketing Communications</i> , 2016, 22, 170-188.	4.0	89
30	Does poor fit always lead to negative evaluations? Extension advertising and perceived brand quality. <i>International Journal of Advertising</i> , 2016, 35, 465-485.	6.7	26
31	The short- and long-term impact of brand placement in an advertiser-funded TV program on viewers' attitudes toward the sponsor brand and its main competitor. <i>International Journal of Advertising</i> , 2016, 35, 932-948.	6.7	15
32	Mixed-Media Modeling May Help Optimize Campaign Recognition and Brand Interest. <i>Journal of Advertising Research</i> , 2015, 55, 443-457.	2.1	10
33	Advertising Adaptation versus Standardization Effectiveness in Open and Closed Markets. , 2015, , 177-190.		2
34	â€œWe(b)careâ€. <i>Journal of Service Management</i> , 2015, 26, 486-515.	7.2	51
35	Have No Fear: How Individuals Differing in Uncertainty Avoidance, Anxiety, and Chance Belief Process Health Risk Messages. <i>Journal of Advertising</i> , 2015, 44, 114-125.	6.6	43
36	A Meta-analytic Investigation of the Role of Valence in Online Reviews. <i>Journal of Interactive Marketing</i> , 2015, 31, 17-27.	6.2	246

#	ARTICLE	IF	CITATIONS
37	Which cues cause consumers to perceive brands as more global? A conjoint analysis. <i>International Marketing Review</i> , 2015, 32, 606-626.	3.6	43
38	Is this for me? How Consumers Respond to Personalized Advertising on Social Network Sites. <i>Journal of Interactive Advertising</i> , 2015, 15, 124-134.	5.3	131
39	Self-Brand Congruity and Brand Communication. , 2015, , 1411-1427.		0
40	Children's Responses to Traditional Versus Hybrid Advertising Formats: The Moderating Role of Persuasion Knowledge. <i>Journal of Consumer Policy</i> , 2014, 37, 235-255.	1.3	63
41	Self-Brand Congruity and Brand Communication. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2014, , 137-153.	0.8	0
42	Balance and Sequence in Online Reviews: The Wrap Effect. <i>International Journal of Electronic Commerce</i> , 2012, 17, 71-98.	3.0	40
43	Balance and Sequence in Online Reviews: How Perceived Usefulness Affects Attitudes and Intentions. <i>Journal of Interactive Marketing</i> , 2012, 26, 244-255.	6.2	253
44	Fear appeal effectiveness for familiar and unfamiliar issues. <i>Journal of Social Marketing</i> , 2011, 1, 171-191.	2.3	21
45	Advertising for extensions: Moderating effects of extension type, advertising strategy, and product category involvement on extension evaluation. <i>Marketing Letters</i> , 2010, 21, 175-189.	2.9	46
46	Consumer response to different advertising appeals for new products: The moderating influence of branding strategy and product category involvement. <i>Journal of Brand Management</i> , 2010, 18, 50-65.	3.5	80
47	How advertising strategy affects brand and USP recall for new brands and extensions. <i>International Journal of Advertising</i> , 2010, 29, 165-194.	6.7	36
48	Attitudes toward the extension and parent brand in response to extension advertising. <i>Journal of Business Research</i> , 2010, 63, 1237-1244.	10.2	47
49	Fear, threat and efficacy in threat appeals: Message involvement as a key mediator to message acceptance. <i>Accident Analysis and Prevention</i> , 2009, 41, 276-285.	5.7	82
50	Effects of Scarcely Dressed Models in Advertising on Body Esteem for Belgian Men and Women. <i>Sex Roles</i> , 2009, 60, 366-378.	2.4	24
51	Attitudes and Self-Reported Behavior of Patients, Doctors, and Pharmacists in New Zealand and Belgium Toward Direct-To-Consumer Advertising of Medication. <i>Health Communication</i> , 2008, 23, 45-61.	3.1	15
52	Exploring consumer reactions to incongruent mild disgust appeals. <i>Journal of Marketing Communications</i> , 2008, 14, 249-269.	4.0	42
53	The Effects of Brand Placement Disclosures in Fiction. <i>Journal of Advertising</i> , 0, , 1-19.	6.6	1