

Kirk Wakefield

List of Publications by Year in descending order

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Version: 2024-02-01

29
papers

4,054
citations

304743

22
h-index

477307

29
g-index

31
all docs

31
docs citations

31
times ranked

2513
citing authors

#	ARTICLE	IF	CITATIONS
1	Excitement at the mall: Determinants and effects on shopping response. <i>Journal of Retailing</i> , 1998, 74, 515-539.	6.2	786
2	Can A Retail Web Site be Social?. <i>Journal of Marketing</i> , 2007, 71, 143-157.	11.3	506
3	Customer response to intangible and tangible service factors. <i>Psychology and Marketing</i> , 1999, 16, 51-68.	8.2	408
4	Factors leading to group identification: A field study of winners and losers. <i>Psychology and Marketing</i> , 1998, 15, 23-40.	8.2	385
5	Situational price sensitivity: the role of consumption occasion, social context and income. <i>Journal of Retailing</i> , 2003, 79, 199-212.	6.2	329
6	Measurement and Management of the Sportscape. <i>Journal of Sport Management</i> , 1996, 10, 15-31.	1.4	166
7	Retailing hedonic consumption: A model of sales promotion of a leisure service. <i>Journal of Retailing</i> , 1996, 72, 409-427.	6.2	164
8	How consumer shopping orientation influences perceived crowding, excitement, and stress at the mall. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 791-806.	11.2	153
9	Planning to Make Unplanned Purchases? The Role of In-Store Slack in Budget Deviation. <i>Journal of Consumer Research</i> , 2010, 37, 264-278.	5.1	151
10	Who are the price vigilantes? An investigation of differentiating characteristics influencing price information processing. <i>Journal of Retailing</i> , 1993, 69, 216-233.	6.2	121
11	I Spy a Sponsor: The Effects of Sponsorship Level, Prominence, Relatedness, and Cueing on Recall Accuracy. <i>Journal of Advertising</i> , 2007, 36, 61-74.	6.6	117
12	An Examination of Dysfunctional Sport Fans: Method of Classification and Relationships with Problem Behaviors. <i>Journal of Leisure Research</i> , 2006, 38, 168-186.	1.4	100
13	How website socialness leads to website use. <i>European Journal of Information Systems</i> , 2011, 20, 118-132.	9.2	84
14	Social media network behavior: A study of user passion and affect. <i>Journal of Strategic Information Systems</i> , 2016, 25, 140-156.	5.9	78
15	Spending on the Fly: Mental Budgets, Promotions, and Spending Behavior. <i>Journal of Marketing</i> , 2010, 74, 34-47.	11.3	72
16	How Event Sponsors Are Really Identified: A (Baseball) Field Analysis. <i>Journal of Advertising Research</i> , 2006, 46, 183-198.	2.1	71
17	Using Fan Passion to Predict Attendance, Media Consumption, and Social Media Behaviors. <i>Journal of Sport Management</i> , 2016, 30, 229-247.	1.4	62
18	Affective Intensity and Sponsor Identification. <i>Journal of Advertising</i> , 2010, 39, 99-111.	6.6	61

#	ARTICLE	IF	CITATIONS
19	An Investigation of Visualization and Documentation Strategies in Services Advertising. <i>Journal of Service Research</i> , 2004, 7, 155-166.	12.2	47
20	Cognitive Moral Development and the Impact of Perceived Organizational Ethical Climate on the Search for Sales Force Excellence: A Cross-Cultural Study. <i>Journal of Personal Selling and Sales Management</i> , 2006, 26, 205-217.	2.8	46
21	Cross-functional interface and disruption in CRM projects: Is marketing from Venus and information systems from Mars?. <i>Journal of Business Research</i> , 2008, 61, 292-299.	10.2	39
22	Industrial buyers' risk aversion and channel selection. <i>Journal of Business Research</i> , 2006, 59, 653-661.	10.2	25
23	Panacea or paradox? The moderating role of ethical climate. <i>Journal of Personal Selling and Sales Management</i> , 2015, 35, 175-190.	2.8	23
24	Understanding Sponsorship: A Consumer-Centric Model of Sponsorship Effects. <i>Journal of Advertising</i> , 2020, 49, 320-343.	6.6	17
25	Is Background Music Effective On Retail Websites?. <i>Journal of Promotion Management</i> , 2017, 23, 1-23.	3.4	16
26	An Examination of Construal Effects on Price Perceptions in the Advance Selling of Experience Services. <i>Journal of Service Research</i> , 2018, 21, 235-248.	12.2	11
27	Consumer Strategies to Improve the Efficacy of Posted Calorie Information: How Provincial Norms Nudge Consumers to Healthier Consumption. <i>Journal of Consumer Affairs</i> , 2020, 54, 311-341.	2.3	7
28	Factors leading to group identification: A field study of winners and losers. <i>Psychology and Marketing</i> , 1998, 15, 23-40.	8.2	6
29	Are Brands Wasting Money On Sport Sponsorships?. <i>Journal of Advertising Research</i> , 2021, 61, 192-211.	2.1	3