

Kirk Wakefield

List of Publications by Year in descending order

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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 | Are Brands Wasting Money On Sport Sponsorships?. Journal of Advertising Research, 2021, 61, 192-211. | 2.1 | 3 |
| 2 | Consumer Strategies to Improve the Efficacy of Posted Calorie Information: How Provincial Norms Nudge Consumers to Healthier Consumption. Journal of Consumer Affairs, 2020, 54, 311-341. | 2.3 | 7 |
| 3 | Understanding Sponsorship: A Consumer-Centric Model of Sponsorship Effects. Journal of Advertising, 2020, 49, 320-343. | 6.6 | 17 |
| 4 | An Examination of Construal Effects on Price Perceptions in the Advance Selling of Experience Services. Journal of Service Research, 2018, 21, 235-248. | 12.2 | 11 |
| 5 | Is Background Music Effective On Retail Websites?. Journal of Promotion Management, 2017, 23, 1-23. | 3.4 | 16 |
| 6 | Social media network behavior: A study of user passion and affect. Journal of Strategic Information Systems, 2016, 25, 140-156. | 5.9 | 78 |
| 7 | Using Fan Passion to Predict Attendance, Media Consumption, and Social Media Behaviors. Journal of Sport Management, 2016, 30, 229-247. | 1.4 | 62 |
| 8 | Panacea or paradox? The moderating role of ethical climate. Journal of Personal Selling and Sales Management, 2015, 35, 175-190. | 2.8 | 23 |
| 9 | How consumer shopping orientation influences perceived crowding, excitement, and stress at the mall. Journal of the Academy of Marketing Science, 2012, 40, 791-806. | 11.2 | 153 |
| 10 | How website socialness leads to website use. European Journal of Information Systems, 2011, 20, 118-132. | 9.2 | 84 |
| 11 | Spending on the Fly: Mental Budgets, Promotions, and Spending Behavior. Journal of Marketing, 2010, 74, 34-47. | 11.3 | 72 |
| 12 | Planning to Make Unplanned Purchases? The Role of In-Store Slack in Budget Deviation. Journal of Consumer Research, 2010, 37, 264-278. | 5.1 | 151 |
| 13 | Affective Intensity and Sponsor Identification. Journal of Advertising, 2010, 39, 99-111. | 6.6 | 61 |
| 14 | Cross-functional interface and disruption in CRM projects: Is marketing from Venus and information systems from Mars?. Journal of Business Research, 2008, 61, 292-299. | 10.2 | 39 |
| 15 | Can A Retail Web Site be Social?. Journal of Marketing, 2007, 71, 143-157. | 11.3 | 506 |
| 16 | I Spy a Sponsor: The Effects of Sponsorship Level, Prominence, Relatedness, and Cueing on Recall Accuracy. Journal of Advertising, 2007, 36, 61-74. | 6.6 | 117 |
| 17 | Industrial buyers' risk aversion and channel selection. Journal of Business Research, 2006, 59, 653-661. | 10.2 | 25 |
| 18 | How Event Sponsors Are Really Identified: A (Baseball) Field Analysis. Journal of Advertising Research, 2006, 46, 183-198. | 2.1 | 71 |

| # | ARTICLE | IF | CITATIONS |
|----|---|------|-----------|
| 19 | 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 |
| 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 | An Investigation of Visualization and Documentation Strategies in Services Advertising. <i>Journal of Service Research</i> , 2004, 7, 155-166. | 12.2 | 47 |
| 22 | Situational price sensitivity: the role of consumption occasion, social context and income. <i>Journal of Retailing</i> , 2003, 79, 199-212. | 6.2 | 329 |
| 23 | Customer response to intangible and tangible service factors. <i>Psychology and Marketing</i> , 1999, 16, 51-68. | 8.2 | 408 |
| 24 | Excitement at the mall: Determinants and effects on shopping response. <i>Journal of Retailing</i> , 1998, 74, 515-539. | 6.2 | 786 |
| 25 | Factors leading to group identification: A field study of winners and losers. <i>Psychology and Marketing</i> , 1998, 15, 23-40. | 8.2 | 385 |
| 26 | Factors leading to group identification: A field study of winners and losers. <i>Psychology and Marketing</i> , 1998, 15, 23-40. | 8.2 | 6 |
| 27 | Measurement and Management of the Sportscape. <i>Journal of Sport Management</i> , 1996, 10, 15-31. | 1.4 | 166 |
| 28 | Retailing hedonic consumption: A model of sales promotion of a leisure service. <i>Journal of Retailing</i> , 1996, 72, 409-427. | 6.2 | 164 |
| 29 | 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 |