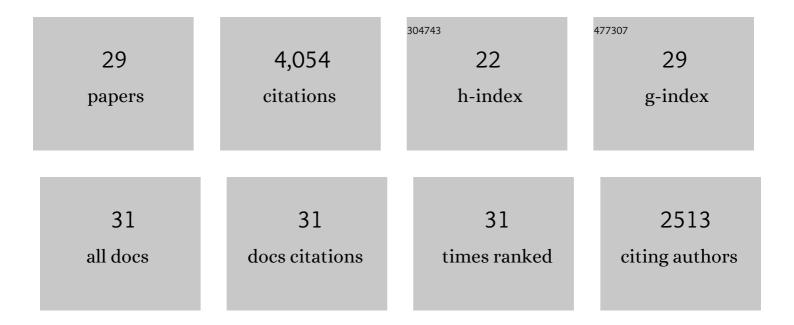
Kirk Wakefield

List of Publications by Year in descending order

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KIDK WAREELELD

#	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	l 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

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#	Article	IF	CITATIONS
19	An Examination of Dysfunctional Sport Fans: Method of Classification and Relationships with Problem Behaviors. Journal of Leisure Research, 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. Journal of Personal Selling and Sales Management, 2006, 26, 205-217.	2.8	46
21	An Investigation of Visualization and Documentation Strategies in Services Advertising. Journal of Service Research, 2004, 7, 155-166.	12.2	47
22	Situational price sensitivity: the role of consumption occasion, social context and income. Journal of Retailing, 2003, 79, 199-212.	6.2	329
23	Customer response to intangible and tangible service factors. Psychology and Marketing, 1999, 16, 51-68.	8.2	408
24	Excitement at the mall: Determinants and effects on shopping response. Journal of Retailing, 1998, 74, 515-539.	6.2	786
25	Factors leading to group identification: A field study of winners and losers. Psychology and Marketing, 1998, 15, 23-40.	8.2	385
26	Factors leading to group identification: A field study of winners and losers. Psychology and Marketing, 1998, 15, 23-40.	8.2	6
27	Measurement and Management of the Sportscape. Journal of Sport Management, 1996, 10, 15-31.	1.4	166
28	Retailing hedonic consumption: A model of sales promotion of a leisure service. Journal of Retailing, 1996, 72, 409-427.	6.2	164
29	Who are the price vigilantes? An investigation of differentiating characteristics influencing price information processing. Journal of Retailing, 1993, 69, 216-233.	6.2	121