Jessica Wyllie

List of Publications by Year
in descending order

14 papers	311 citations	1307366 7 h-index	1058333 14 g-index
15 all docs	15 docs citations	15 times ranked	334 citing authors

#	Article	IF	Citations
1	Enhancing brand relationship performance through customer participation and value creation in social media brand communities. Journal of Retailing and Consumer Services, 2019, 50, 333-341.	5.3	120
2	Theories Informing eHealth Implementation: Systematic Review and Typology Classification. Journal of Medical Internet Research, 2021, 23, e18500.	2.1	44
3	Engaging Gen Y Customers in Online Brand Communities: A Cross-National Assessment. International Journal of Information Management, 2021, 56, 102252.	10.5	36
4	Healthy Kids: Examining the Effect of Message Framing and Polarity on Children's Attitudes and Behavioral Intentions. Journal of Advertising, 2015, 44, 140-150.	4.1	28
5	Examining the influence of different levels of sexual-stimuli intensity by gender on advertising effectiveness. Journal of Marketing Management, 2014, 30, 697-718.	1.2	22
6	Families and food: exploring food well-being in poverty. European Journal of Marketing, 2018, 52, 2423-2448.	1.7	21
7	Consumer collecting behaviour: A systematic review and future research agenda. International Journal of Consumer Studies, 2022, 46, 2020-2040.	7.2	10
8	An Examination of Not-For-Profit Stakeholder Networks for Relationship Management: A Small-Scale Analysis on Social Media. PLoS ONE, 2016, 11, e0163914.	1.1	8
9	Does Sexual-Stimuli Intensity and Sexual Self-Schema Influence Female Consumers' Reactions toward Sexualised Advertising? An Australian Perspective. Australasian Marketing Journal, 2015, 23, 188-195.	3.5	6
10	To follow the yellow brick road: exploring the journey to mental well-being consumption. Journal of Marketing Management, 2018, 34, 1557-1586.	1.2	5
11	eHealth Services and SDG3: Increasing the Capacity of Care. Australasian Marketing Journal, 2022, 30, 131-141.	3.5	5
12	Transformational Learning Approach to Embedding Un Sustainable Development Goal 1: No Poverty, In Business Curricula. Social Business, 2018, 8, 369-385.	0.3	3
13	Consumer Vulnerability: Advancing a Multidisciplinary Perspective of Vulnerability. Social Business, 2019, 9, 1-5.	0.3	2
14	Examining word association networks: A cross-country comparison of women's perceptions of HPV testing and vaccination. PLoS ONE, 2017, 12, e0185669.	1.1	1