

# Jessica Wyllie

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/85549/publications.pdf>

Version: 2024-02-01

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