

# Joana CÃ©sar Machado

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8999543/publications.pdf>

Version: 2024-02-01

11  
papers

406  
citations

1040056

9  
h-index

1281871

11  
g-index

11  
all docs

11  
docs citations

11  
times ranked

309  
citing authors

#	ARTICLE	IF	CITATIONS
1	Brand gender and consumer-based brand equity on Facebook: The mediating role of consumer-brand engagement and brand love. <i>Journal of Business Research</i> , 2019, 96, 376-385.	10.2	118
2	Motivations to interact with brands on Facebook – Towards a typology of consumer-brand interactions. <i>Journal of Brand Management</i> , 2016, 23, 153-178.	3.5	100
3	Brand logo design: examining consumer response to naturalness. <i>Journal of Product and Brand Management</i> , 2015, 24, 78-87.	4.3	42
4	Brand mergers: examining consumers' responses to name and logo design. <i>Journal of Product and Brand Management</i> , 2012, 21, 418-427.	4.3	30
5	Cause-related marketing in online environment: the role of brand-cause fit, perceived value, and trust. <i>International Review on Public and Nonprofit Marketing</i> , 2020, 17, 135-157.	2.0	28
6	Rebranding mergers: How attitudes influence consumer choices?. <i>Journal of Brand Management</i> , 2012, 19, 513-524.	3.5	24
7	Brand logo and brand gender: examining the effects of natural logo designs and color on brand gender perceptions and affect. <i>Journal of Brand Management</i> , 2021, 28, 152-170.	3.5	20
8	Bridging the gap between brand gender and brand loyalty on social media: exploring the mediating effects. <i>Journal of Marketing Management</i> , 2020, 36, 1125-1152.	2.3	17
9	Motives to engage with sports brands on Facebook and Instagram – The case of a Portuguese football club. <i>International Journal of Sports Marketing and Sponsorship</i> , 2020, 21, 325-349.	1.4	16
10	Same design, same response? Investigating natural designs in international logos. <i>Journal of Product and Brand Management</i> , 2019, 28, 317-329.	4.3	9
11	SOCIAL MEDIA BRAND COMMUNITY ENJOYMENT (SMBCE): SCALE CONSTRUCTION AND VALIDATION FROM AN ETIC PERSPECTIVE. <i>Journal of Marketing Theory and Practice</i> , 2018, 26, 390-411.	4.3	2