

# Franziska Voelckner

## List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

32  
papers

2,513  
citations

17  
h-index

32  
g-index

32  
ext. papers

2,948  
ext. citations

4.1  
avg, IF

5.45  
L-index

#	Paper	IF	Citations
32	Gamifying employer branding: An integrating framework and research propositions for a new HRM approach in the digitized economy. <i>Human Resource Management Review</i> , <b>2021</b> , 31, 100686	6.8	14
31	Effects of background music on evaluations of visual images. <i>Psychology and Marketing</i> , <b>2021</b> , 38, 2240	3.9	2
30	IT'S ALL IN THE MIX: HOW USER-DESIGNED PRODUCTS AND COMPANY-DESIGNED PRODUCTS CAN PEACEFULLY COEXIST. <i>International Journal of Innovation Management</i> , <b>2020</b> , 24, 2050067	1.5	
29	Brand Positioning Based on Brand Image-Country Image Fit. <i>Marketing Science</i> , <b>2019</b> , 38, 516-538	3.6	8
28	The impact of different fit dimensions on spillover effects in brand alliances. <i>Journal of Business Economics</i> , <b>2017</b> , 87, 899-925	2.3	5
27	What is not beautiful should match: how attractiveness similarity affects consumer responses to advertising. <i>Marketing Letters</i> , <b>2017</b> , 28, 509-522	2.3	5
26	Temperature and emotions: Effects of physical temperature on responses to emotional advertising. <i>International Journal of Research in Marketing</i> , <b>2017</b> , 34, 302-320	5.5	26
25	Empirical generalizations on the impact of stars on the economic success of movies. <i>International Journal of Research in Marketing</i> , <b>2017</b> , 34, 442-461	5.5	36
24	Listen to Your Customers: Insights into Brand Image Using Online Consumer-Generated Product Reviews. <i>International Journal of Electronic Commerce</i> , <b>2015</b> , 20, 112-141	5.4	54
23	How collinearity affects mixture regression results. <i>Marketing Letters</i> , <b>2015</b> , 26, 643-659	2.3	91
22	Does Chain Labeling Make Private Labels More Successful?. <i>Schmalenbach Business Review</i> , <b>2015</b> , 67, 92-113	0.9	10
21	Dual effect-based market segmentation and price optimization. <i>Journal of Business Research</i> , <b>2013</b> , 66, 480-488	8.7	9
20	Managing Brands in the Social Media Environment. <i>Journal of Interactive Marketing</i> , <b>2013</b> , 27, 242-256	9.8	443
19	Discovering Unobserved Heterogeneity in Structural Equation Models to Avert Validity Threats. <i>MIS Quarterly: Management Information Systems</i> , <b>2013</b> , 37, 665-694	5.3	193
18	The Double-Edged Sword of Foreign Brand Names for Companies from Emerging Countries. <i>Journal of Marketing</i> , <b>2012</b> , 76, 21-37	11	280
17	Attitude-Based Versus Choice-Behavior-Based Success of Brand Extensions. <i>Schmalenbach Business Review</i> , <b>2012</b> , 64, 125-140	0.9	4
16	To divide or not to divide? The impact of partitioned pricing on the informational and sacrifice effects of price. <i>Marketing Letters</i> , <b>2012</b> , 23, 719-730	2.3	27

15	How Important Are Brands? A Cross-Category, Cross-Country Study. <i>Journal of Marketing Research</i> , <b>2010</b> , 47, 823-839	5.2	145
14	The impact of brand extension success drivers on brand extension price premiums. <i>International Journal of Research in Marketing</i> , <b>2010</b> , 27, 319-328	5.5	110
13	The Role of Parent Brand Quality for Service Brand Extension Success. <i>Journal of Service Research</i> , <b>2010</b> , 13, 379-396	6	112
12	Image feedback effects of brand extensions: Evidence from a longitudinal field study. <i>Marketing Letters</i> , <b>2008</b> , 19, 109-124	2.3	35
11	The dual role of price: decomposing consumers' reactions to price. <i>Journal of the Academy of Marketing Science</i> , <b>2008</b> , 36, 359-377	12.4	88
10	Messung der Markenstärke von Künstlermarken. <i>Marketing, Zeitschrift Fur Forschung Und Praxis</i> , <b>2008</b> , 30, 93-108	3.3	4
9	The price-perceived quality relationship: A meta-analytic review and assessment of its determinants. <i>Marketing Letters</i> , <b>2007</b> , 18, 181-196	2.3	176
8	Empirical generalizability of consumer evaluations of brand extensions. <i>International Journal of Research in Marketing</i> , <b>2007</b> , 24, 149-162	5.5	104
7	Determinanten der Informationsfunktion des Preises: Eine empirische Analyse. <i>Journal of Business Economics</i> , <b>2006</b> , 76, 473-497	2.3	12
6	Drivers of Brand Extension Success. <i>Journal of Marketing</i> , <b>2006</b> , 70, 18-34	11	327
5	Präferenzmessung bei unsicheren Produkteigenschaften: Risikoüberlegung bei Ergebnissen aus Conjoint-Analysen. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , <b>2006</b> , 58, 743-770	2.2	5
4	An empirical comparison of methods for measuring consumers' willingness to pay. <i>Marketing Letters</i> , <b>2006</b> , 17, 137-149	2.3	169
3	Markentransfererfolgsanalysen bei kurzlebigen Konsumgütern unter Berücksichtigung von Konsumentenheterogenität. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , <b>2005</b> , 57, 669-688	0.2	1
2	Separating Negative and Positive Effects of Price with Choice-Based Conjoint Analyses. <i>Marketing, Zeitschrift Fur Forschung Und Praxis</i> , <b>2005</b> , 27, 5-5	3.3	2
1	Erfolgsfaktoren von Markentransfers. <i>Marketing, Zeitschrift Fur Forschung Und Praxis</i> , <b>2003</b> , 25, 147-168	3.3	16