

The Behavioral Effects of Negative Product Placements

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#	ARTICLE	IF	CITATIONS
1	So Many Things to Do! How Multitasking Affects Memory and Attitude for Product and Brand Placements. <i>Australasian Marketing Journal</i> , 2014, 22, 288-295.	5.4	9
2	Product Placement Versus Conventional Advertising: The Impact on Brand Choice of Integrating Promotional Stimuli into Movies. <i>Journal of Promotion Management</i> , 2016, 22, 773-791.	3.4	7
3	Processing of product placements and brand persuasiveness. <i>Marketing Intelligence and Planning</i> , 2016, 34, .	3.5	22
4	Young adults' perceptions of product placement in films: An exploratory comparison between the United Kingdom and Hong Kong. <i>Journal of Marketing Communications</i> , 2017, 23, 311-328.	4.0	17
5	Can negative characters in soap operas be positive for product placement?. <i>Journal of Business Research</i> , 2017, 71, 125-132.	10.2	15
6	Distinguishing Implicit from Explicit Brand Attitudes in Brand Placement Research. , 2016, , 253-267.		3
7	Epistemological and methodical challenges in the research on embedded advertising formats: A constructivist interjection. <i>Communications: the European Journal of Communication Research</i> , 2020, 45, 325-349.	0.5	7
8	The influence of product placement in negative context on store recall and attitude according to cognitive styles. <i>The Korean Journal of Consumer and Advertising Psychology</i> , 2016, 17, 375-392.	0.2	0
9	When do product crises hurt business? A meta-analytic investigation of negative publicity on consumer responses. <i>Journal of Business Research</i> , 2022, 150, 102-120.	10.2	4