

# C Whan Park

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10473036/publications.pdf>

Version: 2024-02-01

22  
papers

9,128  
citations

394421

19  
h-index

713466

21  
g-index

24  
all docs

24  
docs citations

24  
times ranked

4037  
citing authors

#	ARTICLE	IF	CITATIONS
1	Brand-self connections and brand prominence as drivers of employee brand attachment. <i>AMS Review</i> , 2018, 8, 128-146.	2.5	21
2	Introduction to the Special Issue: Brand Relationships, Emotions, and the Self. <i>Journal of the Association for Consumer Research</i> , 2018, 3, 123-129.	1.7	24
3	Strategic benefits of low fit brand extensions: When and why?. <i>Journal of Consumer Psychology</i> , 2015, 25, 577-595.	4.5	48
4	The role of brand logos in firm performance. <i>Journal of Business Research</i> , 2013, 66, 180-187.	10.2	137
5	Attachmentâ€“aversion (AA) model of customerâ€“brand relationships. <i>Journal of Consumer Psychology</i> , 2013, 23, 229-248.	4.5	282
6	From brand aversion or indifference to brand attachment: Authors' response to commentaries to Park, Eisingerich, and Park's brand attachmentâ€“aversion model. <i>Journal of Consumer Psychology</i> , 2013, 23, 269-274.	4.5	29
7	Two types of attractive research: Cute research and beautiful research. <i>Journal of Consumer Psychology</i> , 2012, 22, 299-302.	4.5	11
8	Corrigendum to â€œTwo types of attractive research: Cute research and beautiful researchâ€•[ <i>Journal of Consumer Psychology</i> 22 (2012) 299â€“302]. <i>Journal of Consumer Psychology</i> , 2012, 22, 605-605.	4.5	0
9	Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers. <i>Journal of Marketing</i> , 2010, 74, 1-17.	11.3	1,406
10	Dilution and Enhancement of Celebrity Brands through Sequential Movie Releases. <i>Journal of Marketing Research</i> , 2010, 47, 1114-1128.	4.8	63
11	Beyond fit and attitude: The effect of emotional attachment on consumer responses to brand extensions. <i>Journal of Consumer Psychology</i> , 2008, 18, 281-291.	4.5	237
12	The Ties That Bind: Measuring the Strength of Consumersâ€™ Emotional Attachments to Brands. <i>Journal of Consumer Psychology</i> , 2005, 15, 77-91.	4.5	1,727
13	Incommensurate Resources: Not Just More of the Same. <i>Journal of Marketing Research</i> , 2003, 40, 26-38.	4.8	105
14	Cross-Functional Product Development Teams, Creativity, and the Innovativeness of New Consumer Products. <i>Journal of Marketing Research</i> , 2001, 38, 73-85.	4.8	685
15	Managing Negative Feedback Effects Associated With Brand Extensions: The Impact of Alternative Branding Strategies. <i>Journal of Consumer Psychology</i> , 1997, 6, 119-140.	4.5	225
16	Composite Branding Alliances: An Investigation of Extension and Feedback Effects. <i>Journal of Marketing Research</i> , 1996, 33, 453-466.	4.8	418
17	The Effects of Brand Extensions on Market Share and Advertising Efficiency. <i>Journal of Marketing Research</i> , 1992, 29, 296-313.	4.8	498
18	Evaluation of Brand Extensions: The Role of Product Feature Similarity and Brand Concept Consistency. <i>Journal of Consumer Research</i> , 1991, 18, 185.	5.1	1,032

#	ARTICLE	IF	CITATIONS
19	Strategic Brand Concept-Image Management. Journal of Marketing, 1986, 50, 135-145.	11.3	1,276
20	Strategic Brand Concept-Image Management. Journal of Marketing, 1986, 50, 135.	11.3	827
21	The Effect of Individual and Situation-Related Factors on Consumer Selection of Judgmental Models. Journal of Marketing Research, 1976, 13, 144-151.	4.8	74
22	The scarcity of beauty: how and why product aesthetics mobilize consumer acquisition effort. Journal of the Academy of Marketing Science, 0, , 1.	11.2	2