

# Judith Lynne Zaichkowsky

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10692368/publications.pdf>

Version: 2024-02-01

9  
papers

5,946  
citations

1307366

7  
h-index

1474057

9  
g-index

11  
all docs

11  
docs citations

11  
times ranked

3369  
citing authors

#	ARTICLE	IF	CITATIONS
1	Measuring the Involvement Construct. <i>Journal of Consumer Research</i> , 1985, 12, 341.	3.5	4,383
2	The Personal Involvement Inventory: Reduction, Revision, and Application to Advertising. <i>Journal of Advertising</i> , 1994, 23, 59-70.	4.1	1,297
3	Brand Imitation: Do the Chinese Have Different Views?. <i>Asia Pacific Journal of Management</i> , 1999, 16, 179-192.	2.9	124
4	Strategies for distinctive brands. <i>Journal of Brand Management</i> , 2010, 17, 548-560.	2.0	54
5	National brand responses to brand imitation: retailers versus other manufacturers. <i>Journal of Product and Brand Management</i> , 1999, 8, 96-105.	2.6	34
6	How valuable is a well-crafted design and name brand?: Recognition and willingness to pay. <i>Journal of Consumer Behaviour</i> , 2012, 11, 44-55.	2.6	26
7	The effect of experience with a brand imitator on the original brand. <i>Marketing Letters</i> , 1996, 7, 31-39.	1.9	16
8	Review and Reply To: "Why you Must Use My C-OAR-SE Method". <i>Australasian Marketing Journal</i> , 2015, 23, 261-262.	3.5	5
9	Understanding Consumer Confusion On-line. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 39-44.	0.1	0