

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