

# Lucia MalÃr

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10779112/publications.pdf>

Version: 2024-02-01

7  
papers

1,494  
citations

1684188

5  
h-index

2053705

5  
g-index

7  
all docs

7  
docs citations

7  
times ranked

1137  
citing authors

#	ARTICLE	IF	CITATIONS
1	Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self. <i>Journal of Marketing</i> , 2011, 75, 35-52.	11.3	857
2	Brand authenticity: An integrative framework and measurement scale. <i>Journal of Consumer Psychology</i> , 2015, 25, 200-218.	4.5	495
3	Implementing an intended brand personality: a dyadic perspective. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 728-744.	11.2	76
4	Family Firm Brands, Perceptions of Doing Good, and Consumer Happiness. <i>Entrepreneurship Theory and Practice</i> , 2019, 43, 921-946.	10.2	49
5	The Janus Face of Ideal Self-Congruence: Benefits for the Brand versus Emotional Distress for the Consumer. <i>Journal of the Association for Consumer Research</i> , 2018, 3, 163-174.	1.7	17
6	MarkenauthentizitÃt: Konzeption, Messung und Steuerung. , 2016, , 1-15.		0
7	MarkenauthentizitÃt: Konzeption, Messung und Steuerung. <i>Springer Reference Wirtschaft</i> , 2019, , 1231-1244.	0.1	0