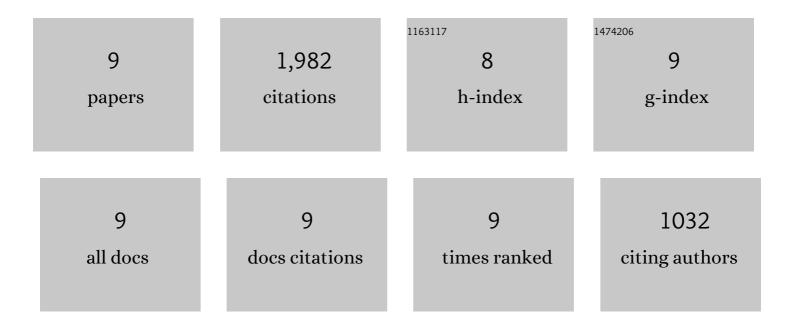
D Todd Donavan

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10884873/publications.pdf Version: 2024-02-01



Ο ΤΟΟΟ ΟΟΝΑΥΑΝ

#	Article	IF	CITATIONS
1	A customer-focused approach to improve celebrity endorser effectiveness. Journal of Business Research, 2020, 109, 221-235.	10.2	29
2	Identification and Aftermarket Personalization with Durable Goods. Psychology and Marketing, 2015, 32, 611-623.	8.2	14
3	Human Brands in Sport: Athlete Brand Personality and Identification. Journal of Sport Management, 2013, 27, 193-206.	1.4	138
4	Consumerâ€brand relationships in sport: brand personality and identification. International Journal of Retail and Distribution Management, 2009, 37, 370-384.	4.7	123
5	Environmental influences in corporate brand identification and outcomes. Journal of Brand Management, 2006, 14, 125-136.	3.5	102
6	Internal Benefits of Service-Worker Customer Orientation: Job Satisfaction, Commitment, and Organizational Citizenship Behaviors. Journal of Marketing, 2004, 68, 128-146.	11.3	689
7	The Customer Orientation of Service Workers: Personality Trait Effects on Self-and Supervisor Performance Ratings. Journal of Marketing Research, 2002, 39, 110-119.	4.8	873
8	Urban legends: diffusion processes and the exchange of resources. Journal of Consumer Marketing, 2001, 18, 521-533.	2.3	5
9	Urban Legends: The Word-of-Mouth Communication of Morality Through Negative Story Content. Marketing Letters, 1999, 10, 23-35.	2.9	9