

# D Todd Donovan

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10884873/publications.pdf>

Version: 2024-02-01

9  
papers

1,982  
citations

1163117

8  
h-index

1474206

9  
g-index

9  
all docs

9  
docs citations

9  
times ranked

1032  
citing authors

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