

Kathleen Cleeren

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1091125/publications.pdf>

Version: 2024-02-01

10
papers

721
citations

1040056

9
h-index

1474206

9
g-index

10
all docs

10
docs citations

10
times ranked

489
citing authors

#	ARTICLE	IF	CITATIONS
1	Categorical versus dimensional thinking: improving anti-stigma campaigns by matching health message frames and implicit worldviews. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 222-245.	11.2	19
2	Marketing research on product-harm crises: a review, managerial implications, and an agenda for future research. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 593-615.	11.2	133
3	The Clash of the Titans: On Retailer and Manufacturer Vulnerability in Conflict Delistings. <i>Journal of Marketing</i> , 2017, 81, 118-135.	11.3	24
4	Regular or low-fat? An investigation of the long-run impact of the first low-fat purchase on subsequent purchase volumes and calories. <i>International Journal of Research in Marketing</i> , 2016, 33, 896-906.	4.2	23
5	Using advertising and price to mitigate losses in a product-harm crisis. <i>Business Horizons</i> , 2015, 58, 157-162.	5.2	16
6	Rising from the Ashes: How Brands and Categories Can Overcome Product-Harm Crises. <i>Journal of Marketing</i> , 2013, 77, 58-77.	11.3	216
7	Intra- and Interformat Competition Among Discounters and Supermarkets. <i>Marketing Science</i> , 2010, 29, 456-473.	4.1	111
8	Weathering product-harm crises. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 262-270.	11.2	163
9	Competition in local-service sectors. <i>International Journal of Research in Marketing</i> , 2006, 23, 357-367.	4.2	15
10	The Impact of Nutrition Claims on SKU Choice: An Investigation of the Effect of SKU and Category Characteristics. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1