

# Marina Puzakova

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11094812/publications.pdf>

Version: 2024-02-01

18  
papers

783  
citations

759233

12  
h-index

839539

18  
g-index

18  
all docs

18  
docs citations

18  
times ranked

508  
citing authors

| #  | ARTICLE   | IF   | CITATIONS |
|----|---|------|-----------|
| 1  | When Humanizing Brands Goes Wrong: The Detrimental Effect of Brand Anthropomorphization amid Product Wrongoings. <i>Journal of Marketing</i> , 2013, 77, 81-100.                                | 11.3 | 252       |
| 2  | Brands as Rivals: Consumer Pursuit of Distinctiveness and the Role of Brand Anthropomorphism. <i>Journal of Consumer Research</i> , 2018, 45, 869-888.  | 5.1  | 107       |
| 3  | Better Not Smile at the Price: The Differential Role of Brand Anthropomorphization on Perceived Price Fairness. <i>Journal of Marketing</i> , 2015, 79, 56-76.                                  | 11.3 | 88        |
| 4  | Should Anthropomorphized Brands Engage Customers? The Impact of Social Crowding on Brand Preferences. <i>Journal of Marketing</i> , 2017, 81, 99-115.   | 11.3 | 74        |
| 5  | Ads are watching me. <i>International Journal of Advertising</i> , 2013, 32, 513-538.   | 6.7  | 48        |
| 6  | It's no longer mine: the role of brand ownership and advertising in cross-border brand acquisitions. <i>International Journal of Advertising</i> , 2015, 34, 593-620.                           | 6.7  | 34        |
| 7  | When brand anthropomorphism alters perceptions of justice: The moderating role of self-construal. <i>International Journal of Research in Marketing</i> , 2017, 34, 851-871.                    | 4.2  | 33        |
| 8  | The Connubial Relationship Between Market Orientation and Entrepreneurial Orientation. <i>Journal of Marketing Theory and Practice</i> , 2013, 21, 141-162.                                     | 4.3  | 31        |
| 9  | The multidimensionality of anthropomorphism in advertising: the moderating roles of cognitive busyness and assertive language. <i>International Journal of Advertising</i> , 2018, 37, 440-462. | 6.7  | 26        |
| 10 | Beyond Seeing McDonald's Fiesta Menu: The Role of Accent in Brand Sincerity of Ethnic Products and Brands. <i>Journal of Advertising</i> , 2015, 44, 219-231.                                   | 6.6  | 25        |
| 11 | Painting Your Point: The Role of Color in Firms' Strategic Responses to Product Failures via Advertising and Marketing Communications. <i>Journal of Advertising</i> , 2016, 45, 365-376.       | 6.6  | 16        |
| 12 | When the Unknown Destination Comes Alive: The Detrimental Effects of Destination Anthropomorphism in Tourism. <i>Journal of Advertising</i> , 2020, 49, 508-524.                                | 6.6  | 16        |
| 13 | Å¿ Usted? Social influence effects on consumers' service language preferences. <i>Journal of Business Research</i> , 2017, 72, 168-177.   | 10.2 | 13        |
| 14 | When distraction may be a good thing: The role of distraction in low-fit brand extension evaluation. <i>Psychology and Marketing</i> , 2020, 37, 604-621.                                       | 8.2  | 5         |
| 15 | Space between products on display: the impact of interspace on consumer estimation of product size. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 1109-1131.                   | 11.2 | 5         |
| 16 | Possessive brand names in brand preferences and choice: the role of inferred control. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 1032-1051.                                 | 11.2 | 5         |
| 17 | Going it alone or together: the role of space between products on consumer perceptions of price promotions. <i>International Journal of Advertising</i> , 2020, 39, 1086-1114.                  | 6.7  | 4         |
| 18 | Twoâ€™s Company, Threeâ€™s a Crowd: The Interplay between Collective versus Solo Anthropomorphic Brand Appeals and Gender. <i>Journal of Advertising</i> , 2023, 52, 94-114.                    | 6.6  | 1         |