

Marina Puzakova

List of Publications by Year in descending order

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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	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
2	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
3	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
4	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
5	When distraction may be a good thing: The role of distraction in lowâ€™fit brand extension evaluation. <i>Psychology and Marketing</i> , 2020, 37, 604-621.	8.2	5
6	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
7	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
8	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
9	Â¿Usted? Social influence effects on consumers' service language preferences. <i>Journal of Business Research</i> , 2017, 72, 168-177.	10.2	13
10	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
11	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
12	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
13	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
14	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
15	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
16	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
17	The Connubial Relationship Between Market Orientation and Entrepreneurial Orientation. <i>Journal of Marketing Theory and Practice</i> , 2013, 21, 141-162.	4.3	31
18	Ads are watching me. <i>International Journal of Advertising</i> , 2013, 32, 513-538.	6.7	48