

# Keven Malkewitz

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11298447/publications.pdf>

Version: 2024-02-01

8  
papers

843  
citations

1307594  
7  
h-index

1588992  
8  
g-index

8  
all docs

8  
docs citations

8  
times ranked

492  
citing authors

#	ARTICLE	IF	CITATIONS
1	Holistic Package Design and Consumer Brand Impressions. Journal of Marketing, 2008, 72, 64-81.	11.3	391
2	Holistic Package Design and Consumer Brand Impressions. Journal of Marketing, 2008, 72, 64-81.	11.3	227
3	Formation of Consumer Price Expectation Based on Package Design: Attractive and Quality Routes. Journal of Marketing Theory and Practice, 2010, 18, 23-40.	4.3	95
4	Advancing the aesthetic middle principle: Trade-offs in design attractiveness and strength. Journal of Business Research, 2014, 67, 1154-1161.	10.2	40
5	Servicescape interior design and consumers' personality impressions. Journal of Services Marketing, 2012, 26, 194-203.	3.0	38
6	The Accuracy of Design-based Judgments: A Constructivist Approach. Journal of Retailing, 2012, 88, 421-436.	6.2	24
7	Gender and Personality Drivers of Consumer Mixed Emotional Response to Advertising. Journal of Current Issues and Research in Advertising, 2010, 32, 69-80.	4.3	23
8	The Influence of Program Context Intensity: An Examination of Television Advertising during War News. Journal of Current Issues and Research in Advertising, 2010, 32, 27-39.	4.3	5