

Franziska VÄJckner

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11535315/publications.pdf>

Version: 2024-02-01

23
papers

3,037
citations

567281

15
h-index

713466

21
g-index

25
all docs

25
docs citations

25
times ranked

2125
citing authors

#	ARTICLE	IF	CITATIONS
1	Effects of background music on evaluations of visual images. <i>Psychology and Marketing</i> , 2021, 38, 2240-2246.	8.2	11
2	Brand Positioning Based on Brand Imageâ€“Country Image Fit. <i>Marketing Science</i> , 2019, 38, 516-538.	4.1	19
3	Temperature and emotions: Effects of physical temperature on responses to emotional advertising. <i>International Journal of Research in Marketing</i> , 2017, 34, 302-320.	4.2	38
4	Does Chain Labeling Make Private Labels More Successful?. <i>Schmalenbach Business Review</i> , 2015, 67, 92-113.	0.9	11
5	Dual effect-based market segmentation and price optimization. <i>Journal of Business Research</i> , 2013, 66, 480-488.	10.2	10
6	Managing Brands in the Social Media Environment. <i>Journal of Interactive Marketing</i> , 2013, 27, 242-256.	6.2	578
7	Discovering Unobserved Heterogeneity in Structural Equation Models to Avert Validity Threats. <i>MIS Quarterly: Management Information Systems</i> , 2013, 37, 665-694.	4.2	275
8	The Double-Edged Sword of Foreign Brand Names for Companies from Emerging Countries. <i>Journal of Marketing</i> , 2012, 76, 21-37.	11.3	327
9	Attitude-Based Versus Choice-Behavior-Based Success of Brand Extensions. <i>Schmalenbach Business Review</i> , 2012, 64, 125-140.	0.9	4
10	To divide or not to divide? The impact of partitioned pricing on the informational and sacrifice effects of price. <i>Marketing Letters</i> , 2012, 23, 719-730.	2.9	35
11	Stellenwert von Marken als Werttreiber für Unternehmen. , 2011, , 15-38.		1
12	How Important Are Brands? A Cross-Category, Cross-Country Study. <i>Journal of Marketing Research</i> , 2010, 47, 823-839.	4.8	184
13	The impact of brand extension success drivers on brand extension price premiums. <i>International Journal of Research in Marketing</i> , 2010, 27, 319-328.	4.2	132
14	The Role of Parent Brand Quality for Service Brand Extension Success. <i>Journal of Service Research</i> , 2010, 13, 379-396.	12.2	138
15	Image feedback effects of brand extensions: Evidence from a longitudinal field study. <i>Marketing Letters</i> , 2008, 19, 109-124.	2.9	48
16	The dual role of price: decomposing consumersâ€™ reactions to price. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 359-377.	11.2	114
17	Empirical generalizability of consumer evaluations of brand extensions. <i>International Journal of Research in Marketing</i> , 2007, 24, 149-162.	4.2	126
18	The price-perceived quality relationship: A meta-analytic review and assessment of its determinants. <i>Marketing Letters</i> , 2007, 18, 181-196.	2.9	237

#	ARTICLE	IF	CITATIONS
19	Drivers of Brand Extension Success. Journal of Marketing, 2006, 70, 18-34.	11.3	383
20	Drivers of Brand Extension Success. Journal of Marketing, 2006, 70, 18-34.	11.3	309
21	Markentransfer: Der Stand der Forschung. , 2006, , 51-75.		0
22	The Financial Value of Stars, Revisited: An Ingredient Branding Approach Accounting for Sample Selection Bias, Context Effects, and Multiple Channels. SSRN Electronic Journal, 0, , .	0.4	3
23	Do We Really Know How to Manage Brand Extension Success?. SSRN Electronic Journal, 0, , .	0.4	1