

# Pola B Gupta

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11682360/publications.pdf>

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8  
papers

1,041  
citations

1307594

7  
h-index

1588992

8  
g-index

8  
all docs

8  
docs citations

8  
times ranked

351  
citing authors

#	ARTICLE	IF	CITATIONS
1	Product Placement in Movies: The Effect of Prominence and Mode on Audience Recall. Journal of Current Issues and Research in Advertising, 1998, 20, 47-59.	4.3	367
2	Consumers' Perceptions of the Ethics and Acceptability of Product Placements in Movies: Product Category and Individual Differences. Journal of Current Issues and Research in Advertising, 1997, 19, 37-50.	4.3	216
3	Product Placements in Movies: A Cross-Cultural Analysis of Austrian, French and American Consumers' Attitudes toward This Emerging, International Promotional Medium. Journal of Advertising, 2000, 29, 41-58.	6.6	190
4	"COME ON DOWN": How Consumers View Game Shows and the Products Placed in Them. Journal of Advertising, 2006, 35, 65-81.	6.6	118
5	Viewers' Evaluations of Product Placements in Movies: Public Policy Issues and Managerial Implications. Journal of Current Issues and Research in Advertising, 2000, 22, 41-52.	4.3	91
6	Recall of Products Placed as Prizes versus Commercials in Game Shows. Journal of Current Issues and Research in Advertising, 2007, 29, 43-53.	4.3	41
7	Response of buying-center participants to B2B product placements. Journal of Business and Industrial Marketing, 2010, 25, 188-195.	3.0	12
8	Survey of Pharmacists. Health Marketing Quarterly, 1996, 13, 109-120.	1.0	6