

Pola B Gupta

List of Publications by Year in descending order

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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 | Response of buyingâ€center participants to B2B product placements. Journal of Business and Industrial Marketing, 2010, 25, 188-195. | 3.0 | 12 |
| 2 | 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 |
| 3 | "COME ON DOWN": How Consumers View Game Shows and the Products Placed in Them. Journal of Advertising, 2006, 35, 65-81. | 6.6 | 118 |
| 4 | 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 |
| 5 | 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 |
| 6 | 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 |
| 7 | 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 |
| 8 | Survey of Pharmacists. Health Marketing Quarterly, 1996, 13, 109-120. | 1.0 | 6 |