

# Charles R Taylor

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11878010/publications.pdf>

Version: 2024-02-01

121  
papers

5,500  
citations

81900

39  
h-index

95266

68  
g-index

139  
all docs

139  
docs citations

139  
times ranked

3252  
citing authors

#	ARTICLE	IF	CITATIONS
1	What is a luxury brand? A new definition and review of the literature. <i>Journal of Business Research</i> , 2019, 99, 405-413.	10.2	331
2	Advertising Standardization's Positive Impact on the Bottom Line: A Model of When and How Standardization Improves Financial and Strategic Performance. <i>Journal of Advertising</i> , 2006, 35, 17-33.	6.6	267
3	Social media and international advertising: theoretical challenges and future directions. <i>International Marketing Review</i> , 2013, 30, 56-71.	3.6	267
4	Asian-Americans: Television Advertising and the "Model Minority" Stereotype. <i>Journal of Advertising</i> , 1997, 26, 47-61.	6.6	210
5	Ineffective Treatment of Refractory Melasma and Postinflammatory Hyperpigmentation by Q-Switched Ruby Laser. <i>The Journal of Dermatologic Surgery and Oncology</i> , 1994, 20, 592-597.	0.8	190
6	A Critical Review of the Literature on Nutritional Labeling. <i>Journal of Consumer Affairs</i> , 2012, 46, 120-156.	2.3	147
7	MOVING INTERNATIONAL ADVERTISING RESEARCH FORWARD : A New Research Agenda. <i>Journal of Advertising</i> , 2005, 34, 7-16.	6.6	144
8	Voluntary self-disclosure of information on the Internet: A multimethod study of the motivations and consequences of disclosing information on blogs. <i>Psychology and Marketing</i> , 2008, 25, 692-710.	8.2	142
9	Wood's light in dermatology. <i>International Journal of Dermatology</i> , 1999, 38, 801-807.	1.0	133
10	The Impact of Information Level on the Effectiveness of U.S. and Korean Television Commercials. <i>Journal of Advertising</i> , 1997, 26, 1-18.	6.6	124
11	TREATMENT OF BENIGN PIGMENTED EPIDERMAL LESIONS BY Q-SWITCHED RUBY LASER. <i>International Journal of Dermatology</i> , 1993, 32, 908-912.	1.0	122
12	Global Consumer Culture Positioning: Testing Perceptions of Soft-Sell and Hard-Sell Advertising Appeals between U.S. and Japanese Consumers. <i>Journal of International Marketing</i> , 2010, 18, 20-34.	4.4	122
13	What is SMS advertising and why do multinationals adopt it? Answers from an empirical study in European markets. <i>Journal of Business Research</i> , 2008, 61, 4-12.	10.2	115
14	A Cross-Cultural Examination of Corporate Social Responsibility Marketing Communications in Mexico and the United States: Strategies for Global Brands. <i>Journal of International Marketing</i> , 2011, 19, 30-44.	4.4	109
15	Measuring Soft-Sell Versus Hard-Sell Advertising Appeals. <i>Journal of Advertising</i> , 2010, 39, 5-20.	6.6	108
16	Use and Effectiveness of Billboards: Perspectives from Selective-Perception Theory and Retail-Gravity Models. <i>Journal of Advertising</i> , 2006, 35, 21-34.	6.6	107
17	Cross-national market segmentation in the fashion industry. <i>International Marketing Review</i> , 2007, 24, 629-651.	3.6	92
18	The Effect of Cigarette Advertising Bans on Consumption: A Meta-analysis. <i>Journal of Advertising</i> , 2008, 37, 7-18.	6.6	84

#	ARTICLE	IF	CITATIONS
19	How do 3-dimensional images promote products on the Internet?. Journal of Business Research, 2014, 67, 2164-2170.	10.2	83
20	Portrayals of African, Hispanic, and Asian Americans in Magazine Advertising. American Behavioral Scientist, 1995, 38, 608-621.	3.8	75
21	A transaction cost perspective on foreign market entry strategies of US and Japanese firms. Thunderbird International Business Review, 1998, 40, 389-412.	1.8	75
22	PLS path modeling and evolutionary segmentation. Journal of Business Research, 2013, 66, 1318-1324.	10.2	73
23	Girlish Images across Cultures: Analyzing Japanese versus U.S. <i>Seventeen</i> Magazine Ads. Journal of Advertising, 1999, 28, 39-48.	6.6	72
24	Culture and Advertising Executions: A Comparison of Selected Characteristics of Korean and US Television Commercials. International Marketing Review, 1992, 9, .	3.6	68
25	Not in <i>Vogue:</i> Portrayals of Asian Americans in Magazine Advertising. Journal of Public Policy and Marketing, 1994, 13, 239-245.	3.4	65
26	The urgent need for more research on influencer marketing. International Journal of Advertising, 2020, 39, 889-891.	6.7	62
27	SUN EXPOSURE AND SKIN DISEASE. Annual Review of Medicine, 1996, 47, 181-191.	12.2	60
28	Foreign market entry strategies of Japanese MNCs. International Marketing Review, 2000, 17, 146-163.	3.6	60
29	Asian Americans in Magazine Advertising: Portrayals of the "Model Minority". Journal of Macromarketing, 2005, 25, 163-174.	2.6	59
30	Who Standardizes Advertising more Frequently, and Why Do They Do So? A Comparison of U.S. and Japanese Subsidiaries'™ Advertising Practices in the European Union. Journal of International Marketing, 2006, 14, 98-120.	4.4	58
31	Do online brand communities help build and maintain relationships with consumers? A network theory approach. Journal of Brand Management, 2011, 19, 213-227.	3.5	56
32	Global marketing segmentation usefulness in the sportswear industry. Journal of Business Research, 2012, 65, 1565-1575.	10.2	56
33	What Is Wrong With International Advertising Research?. Journal of Advertising Research, 2002, 42, 48-54.	2.1	54
34	Advertising and COVID-19. International Journal of Advertising, 2020, 39, 587-589.	6.7	52
35	Do Global Brands Use Similar Executional Styles Across Cultures? A Comparison of U.S. and Japanese Television Advertising. Journal of Advertising, 2015, 44, 276-288.	6.6	50
36	Measures of perceived sustainability. Journal of Global Scholars of Marketing Science, 2015, 25, 182-193.	2.0	50

#	ARTICLE	IF	CITATIONS
37	Native Advertising: The Black Sheep of the Marketing Family. <i>International Journal of Advertising</i> , 2017, 36, 207-209.	6.7	46
38	Art for the Sake of the Corporation. <i>Journal of Advertising Research</i> , 2010, 50, 77-90.	2.1	42
39	Market convergence and advertising standardization in the European Union. <i>Journal of World Business</i> , 2007, 42, 384-400.	7.7	41
40	The Impact of Brand Differentiating Messages on the Effectiveness of Korean Advertising. <i>Journal of International Marketing</i> , 1994, 2, 31-52.	4.4	40
41	A 308-nm excimer laser for the treatment of scalp psoriasis. <i>Lasers in Surgery and Medicine</i> , 2004, 34, 136-140.	2.1	40
42	Leveraged marketing communications: a framework for explaining the effects of secondary brand associations. <i>AMS Review</i> , 2016, 6, 157-175.	2.5	40
43	Laser ignition of traumatically embedded firework debris. , 1998, 22, 157-158.		38
44	Editorial: Towards stronger theory development in international advertising research. <i>International Journal of Advertising</i> , 2010, 29, 9-14.	6.7	37
45	The Tension between Strategy and Execution: Challenges for International Advertising Research. <i>Journal of Advertising Research</i> , 2011, 51, 27-41.	2.1	35
46	The Advertising Regulation and Self-Regulation Issues Ripped From the Headlines With (Sometimes) Tj ETQq0 0 0 rgBT /Overlock 10 Tf 5	8.6	33
47	Attitudes toward Direct Marketing and its Regulation: A Comparison of the United States and Japan. <i>Journal of Public Policy and Marketing</i> , 2000, 19, 228-237.	3.4	32
48	Where's Tamika Catchings? A Content Analysis of Female Athlete Endorsers in Magazine Advertisements. <i>Journal of Current Issues and Research in Advertising</i> , 2007, 29, 55-65.	4.3	32
49	Factors that Influence Multinational Corporations' Control of Their Operations in Foreign Markets: An Empirical Investigation. <i>Journal of International Marketing</i> , 2008, 16, 98-119.	4.4	32
50	Corporate social responsibility and advertising. <i>International Journal of Advertising</i> , 2014, 33, 11-15.	6.7	32
51	Standardized vs. specialized international advertising campaigns: What we have learned from a academic research in the 1990s. <i>Advances in International Marketing</i> , 0, , 45-66.	0.3	31
52	Are Banner Advertisements in Online Games Effective?. <i>Journal of Advertising</i> , 2013, 42, 241-250.	6.6	30
53	Do Pharmaceutical Marketing Activities Raise Prices? Evidence from Five Major Therapeutic Classes. <i>Journal of Public Policy and Marketing</i> , 2009, 28, 146-161.	3.4	29
54	Business perceptions of the role of billboards in the U.S. economy. <i>Journal of Advertising Research</i> , 2003, 43, 150-161.	2.1	27

#	ARTICLE	IF	CITATIONS
55	Culture and Advertising Executions: Journal of International Consumer Marketing, 1992, 4, 89-113.	3.7	26
56	Red Alert: On The Need for More Research on Corporate Social Responsibility Appeals in Advertising. International Journal of Advertising, 2018, 37, 337-339.	6.7	26
57	CO2 laser resurfacing of psoriatic plaques: A pilot study. , 1998, 22, 165-170.		25
58	An analysis of product category restrictions in advertising in four major East Asian markets. International Marketing Review, 2000, 17, 287-304.	3.6	25
59	The future of advertising research: new directions and research needs. Journal of Marketing Theory and Practice, 2021, 29, 51-62.	4.3	25
60	Research on advertising in the metaverse: a call to action. International Journal of Advertising, 2022, 41, 383-384.	6.7	25
61	Sound Disclosures: Assessing when a Disclosure is Worthwhile. Journal of Public Policy and Marketing, 2012, 31, 313-322.	3.4	23
62	How character presence in advergames affects brand attitude and game performance: A cross-cultural comparison. Journal of Consumer Behaviour, 2015, 14, 357-365.	4.2	23
63	Generational Research and Advertising to Millennials. International Journal of Advertising, 2018, 37, 165-167.	6.7	23
64	Disasters, hope and globalization: exploring self-identification with global consumer culture in Japan. International Marketing Review, 2019, 36, 726-747.	3.6	23
65	A comparative analysis of Japanese and U.S. attitudes toward direct marketing. Journal of Direct Marketing, 1996, 10, 34-44.	0.2	22
66	Are Super Bowl ads a super waste of money? Examining the intermediary roles of customer-based brand equity and customer equity effects. Journal of Business Research, 2016, 69, 3788-3794.	10.2	22
67	The History of Outdoor Advertising Regulation in the United States. Journal of Macromarketing, 1995, 15, 47-59.	2.6	20
68	Tobacco Harm Reduction Advertising in the Presence of a Government-Mandated Warning. Journal of Consumer Affairs, 2012, 46, 235-259.	2.3	19
69	What do we know about fashion advertising? A review of the literature and suggested research directions. Journal of Global Fashion Marketing, 2017, 8, 1-20.	3.7	18
70	Can Comparative Advertising Be Effective in Germany? A Tale of Two Campaigns. Journal of Advertising Research, 2007, 47, 2-13.	2.1	16
71	Editorial: Artificial intelligence, customized communications, privacy, and the General Data Protection Regulation (GDPR). International Journal of Advertising, 2019, 38, 649-650.	6.7	16
72	Regulatory Issues in Outdoor Advertising: A Content Analysis of Billboards. Journal of Public Policy and Marketing, 1994, 13, 97-107.	3.4	15

#	ARTICLE	IF	CITATIONS
73	Advertising for Luxury and Fashion Goods: An Emerging Area. <i>International Journal of Advertising</i> , 2016, 35, 389-390.	6.7	15
74	Public Perceptions of Billboards: A Meta-Analysis. <i>Journal of Advertising</i> , 2017, 46, 395-410.	6.6	15
75	Effects of mobile direct experience on perceived interactivity and attitude toward smartphone applications. <i>Journal of Global Scholars of Marketing Science</i> , 2013, 23, 282-296.	2.0	13
76	Editorial: Customised communications. <i>International Journal of Advertising</i> , 2013, 32, 483-485.	6.7	13
77	Technology driven experiences from mobile direct to virtual reality. <i>Journal of Global Scholars of Marketing Science</i> , 2018, 28, 96-102.	2.0	13
78	Taylor's theorem part II: advice for socially responsible advertisers. <i>International Journal of Advertising</i> , 2019, 38, 1-4.	6.7	13
79	Creating win-win situations via advertising: new developments in digital out-of-home advertising. <i>International Journal of Advertising</i> , 2015, 34, 177-180.	6.7	12
80	Consumer Response to Disclosures in Digitally Retouched Advertisements. <i>Journal of Public Policy and Marketing</i> , 2018, 37, 131-141.	3.4	12
81	Where has the research on client-agency relationships gone? The need for a deeper understanding of the future of account management. <i>International Journal of Advertising</i> , 2017, 36, 393-395.	6.7	11
82	Photoshopping of models in advertising: A review of the literature and future research agenda. <i>Journal of Global Fashion Marketing</i> , 2018, 9, 379-398.	3.7	11
83	What the Business Roundtable's Statement on the Purpose of a Corporation Means for the Study of Corporate Social Responsibility in Advertising. <i>International Journal of Advertising</i> , 2019, 38, 1067-1069.	6.7	11
84	Can premium private labels compete with luxury brands: the impact of advertising on perceived luxuriousness. <i>International Journal of Advertising</i> , 2020, 39, 761-782.	6.7	11
85	Measuring the Role of Uniqueness and Consistency to Develop Effective Advertising. <i>Journal of Advertising</i> , 2021, 50, 494-504.	6.6	11
86	Portrayals of Minorities and Women in Super Bowl Advertising. <i>Journal of Consumer Affairs</i> , 2019, 53, 1535-1572.	2.3	10
87	A call for more research on "green" or environmental advertising. <i>International Journal of Advertising</i> , 2015, 34, 573-575.	6.7	9
88	Some Interesting Findings about Super Bowl Advertising. <i>International Journal of Advertising</i> , 2016, 35, 167-170.	6.7	9
89	Do CSR Ads with Public Health Messages Pertaining to COVID-19 Actually Help Consumers, Advertisers, and Society? Insights from the United States and Germany. <i>Journal of Current Issues and Research in Advertising</i> , 2022, 43, 337-359.	4.3	9
90	Global Consumer Culture and Advertising Research. <i>International Journal of Advertising</i> , 2018, 37, 505-507.	6.7	8

#	ARTICLE	IF	CITATIONS
91	Culture and Health Persuasion: Differences between Koreans and Americans. <i>Journal of Current Issues and Research in Advertising</i> , 2021, 42, 83-101.	4.3	8
92	Advertising and its Effect on Industrial Concentration: A Contingency Perspective. <i>Journal of Current Issues and Research in Advertising</i> , 1996, 18, 35-44.	4.3	7
93	A Technology Whose Time Has Come or the Same Old Litter on a Stick? An Analysis of Changeable Message Billboards. <i>Journal of Public Policy and Marketing</i> , 1997, 16, 179-186.	3.4	7
94	Smokeless Tobacco Products as a Harm-Reduction Mechanism: A Research Agenda. <i>Journal of Public Policy and Marketing</i> , 2008, 27, 187-196.	3.4	7
95	Understanding the Value of On-Premise Signs as Marketing Devices for Legal and Public Policy Purposes. <i>Journal of Public Policy and Marketing</i> , 2012, 31, 185-194.	3.4	7
96	Future needs in gender and LGBT advertising portrayals. <i>International Journal of Advertising</i> , 2022, 41, 971-973.	6.7	7
97	Does DTC Advertising Provide Information or Create Market Power? Evidence from the U.S. and New Zealand. <i>Advances in International Marketing</i> , 2007, , 9-30.	0.3	6
98	On the new era of zipping and zapping: the need for research on how advertisers deal with an Era of time-shifted television program viewing on a variety of devices. <i>International Journal of Advertising</i> , 2015, 34, 403-405.	6.7	6
99	Advertising in the Czech Republic: Czech perceptions of effective advertising and advertising clutter. <i>Advances in International Marketing</i> , 0, , 137-149.	0.3	5
100	Marketing Accountability: Applying Data Envelopment Analysis to Assess the Impact of Advertising Efficiency on Shareholder Value. <i>Advances in International Marketing</i> , 2011, , 115-139.	0.3	5
101	Do bans on illuminated on-premise signs matter? Balancing environmental impact with the impact on businesses. <i>International Journal of Advertising</i> , 2016, 35, 61-73.	6.7	5
102	When distraction may be a good thing: The role of distraction in low-fit brand extension evaluation. <i>Psychology and Marketing</i> , 2020, 37, 604-621.	8.2	5
103	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
104	Generational research and advertising to various age cohorts. <i>International Journal of Advertising</i> , 2021, 40, 683-685.	6.7	5
105	Editorial: a call for more research on authenticity in corporate social responsibility programs. <i>International Journal of Advertising</i> , 2021, 40, 969-971.	6.7	5
106	The imminent return of the advertising jingle. <i>International Journal of Advertising</i> , 2015, 34, 717-719.	6.7	4
107	The importance of research by cross-national teams. <i>International Journal of Advertising</i> , 2017, 36, 1-2.	6.7	4
108	Case 34-2009. <i>New England Journal of Medicine</i> , 2009, 361, 1787-1796.	27.0	3

#	ARTICLE	IF	CITATIONS
109	The State of Methodological Practice in International Marketing Research. <i>Advances in International Marketing</i> , 2011, , 143-167.	0.3	3
110	The Influence of Purchasing Context and Reversibility of Choice on Consumer Responses Toward Personalized Products and Standardized Products. <i>Psychological Reports</i> , 2016, 118, 510-526.	1.7	3
111	Managing Change Related to Consumer Privacy Laws: Targeting and Personal Data Use in a More Regulated Environment. , 2022, , 267-288.		3
112	How Much Does an NCAA Basketball Championship Matter: A Call for Research on the Public Relations Impact of Athletic Success. <i>International Journal of Advertising</i> , 2016, 35, 617-621.	6.7	2
113	Corporate Social Responsibility and the Portrayal of Minority Groups in Advertising. <i>CSR, Sustainability, Ethics &amp; Governance</i> , 2017, , 361-375.	0.3	2
114	Country-of-Origin Effects and Consumer Evaluations of Ads Within the Context of Economic Crises. <i>Journal of Current Issues and Research in Advertising</i> , 2018, 39, 52-66.	4.3	2
115	The future of international advertising research: suggestions for moving the discipline forward. , 2006, , 491-505.		2
116	Public Opinion towards Digital Billboards in the United States: An Analysis of Recent Polls. , 2011, , 373-392.		2
117	The <i>International Journal of Advertising</i> Now Welcomes "Perspectives"™ Papers. <i>International Journal of Advertising</i> , 2019, 38, 171-172.	6.7	0
118	Editorial: on Hideki Matsuyama and the need for more study of global brand equity. <i>International Journal of Advertising</i> , 2021, 40, 325-326.	6.7	0
119	Protecting the Global Brand in the European Union. <i>Journal of Euromarketing</i> , 2008, 17, 23-34.	0.0	0
120	How does your advertising affect consumers?. , 2018, , 63-64.		0
121	Editorial: Advertising and small businesses: the need for more research. <i>International Journal of Advertising</i> , 0, , 1-2.	6.7	0