

S Adam Brasel

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11918320/publications.pdf>

Version: 2024-02-01

19
papers

2,160
citations

623734

14
h-index

839539

18
g-index

19
all docs

19
docs citations

19
times ranked

1689
citing authors

#	ARTICLE	IF	CITATIONS
1	When Good Brands Do Bad. <i>Journal of Consumer Research</i> , 2004, 31, 1-16.	5.1	1,140
2	Tablets, touchscreens, and touchpads: How varying touch interfaces trigger psychological ownership and endowment. <i>Journal of Consumer Psychology</i> , 2014, 24, 226-233.	4.5	263
3	Media Multitasking Behavior: Concurrent Television and Computer Usage. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2011, 14, 527-534.	3.9	211
4	Cross-Modal Communication: Sound Frequency Influences Consumer Responses to Color Lightness. <i>Journal of Marketing Research</i> , 2016, 53, 551-562.	4.8	85
5	Components of visual perception in marketing contexts: a conceptual framework and review. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 405-421.	11.2	72
6	Breaking through Fast-Forwarding: Brand Information and Visual Attention. <i>Journal of Marketing</i> , 2008, 72, 31-48.	11.3	70
7	Red Bull "Gives You Wings" for better or worse: A double-edged impact of brand exposure on consumer performance. <i>Journal of Consumer Psychology</i> , 2011, 21, 57-64.	4.5	62
8	Interface Psychology: Touchscreens Change Attribute Importance, Decision Criteria, and Behavior in Online Choice. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2015, 18, 534-538.	3.9	44
9	Breaking Through Fast-Forwarding: Brand Information and Visual Attention. <i>Journal of Marketing</i> , 2008, 72, 31-48.	11.3	40
10	Color Saturation Increases Perceived Product Size. <i>Journal of Consumer Research</i> , 0, , ucx039.	5.1	37
11	Living brands: consumer responses to animated brand logos. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 639-653.	11.2	35
12	Media multitasking: How visual cues affect switching behavior. <i>Computers in Human Behavior</i> , 2017, 77, 258-265.	8.5	25
13	Enhancing television advertising: same-language subtitles can improve brand recall, verbal memory, and behavioral intent. <i>Journal of the Academy of Marketing Science</i> , 2014, 42, 322-336.	11.2	22
14	How focused identities can help brands navigate a changing media landscape. <i>Business Horizons</i> , 2012, 55, 283-291.	5.2	21
15	Points of View: Where Do We Look When We Watch TV?. <i>Perception</i> , 2008, 37, 1890-1894.	1.2	15
16	Nonconscious drivers of visual attention in interactive media environments. <i>Journal of Brand Management</i> , 2011, 18, 473-482.	3.5	11
17	Embedded promotions in online services: How goal-relevance ambiguity shapes response and affect.. <i>Journal of Experimental Psychology: Applied</i> , 2010, 16, 263-280.	1.2	3
18	Unconscious thinking, feeling and behavior toward products and brands: Introduction to a <i>Journal of Brand Management</i> special issue. <i>Journal of Brand Management</i> , 2011, 18, 451-456.	3.5	3

#	ARTICLE	IF	CITATIONS
19	Systematic reflection as a learning opportunity. AMS Review, 2011, 1, 90-92.	2.5	1