

Jeremy Kees

List of Publications by Year in descending order

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37
papers

2,798
citations

304743

22
h-index

345221

36
g-index

37
all docs

37
docs citations

37
times ranked

2392
citing authors

#	ARTICLE	IF	CITATIONS
1	An Analysis of Data Quality: Professional Panels, Student Subject Pools, and Amazon's Mechanical Turk. <i>Journal of Advertising</i> , 2017, 46, 141-155.	6.6	669
2	Attacking the Obesity Epidemic: The Potential Health Benefits of Providing Nutrition Information in Restaurants. <i>American Journal of Public Health</i> , 2006, 96, 1669-1675.	2.7	306
3	Understanding how Graphic Pictorial Warnings Work on Cigarette Packaging. <i>Journal of Public Policy and Marketing</i> , 2010, 29, 265-276.	3.4	187
4	The Role of Self-Regulation, Future Orientation, and Financial Knowledge in Long-Term Financial Decisions. <i>Journal of Consumer Affairs</i> , 2008, 42, 223-242.	2.3	185
5	Is Simpler Always Better? Consumer Evaluations of Front-of-Package Nutrition Symbols. <i>Journal of Public Policy and Marketing</i> , 2011, 30, 175-190.	3.4	171
6	The Impact of Regulatory Focus, Temporal Orientation, and Fit on Consumer Responses to Health-Related Advertising. <i>Journal of Advertising</i> , 2010, 39, 19-34.	6.6	113
7	The Moderating Influence of Consumers' Temporal Orientation on the Framing of Societal Needs and Corporate Responses in Cause-Related Marketing Campaigns. <i>Journal of Advertising</i> , 2010, 39, 35-50.	6.6	109
8	Promoting positive change: Advancing the food well-being paradigm. <i>Journal of Business Research</i> , 2013, 66, 1211-1218.	10.2	109
9	Concern with Immediate Consequences Magnifies the Impact of Compulsive Buying Tendencies on College Students' Credit Card Debt. <i>Journal of Consumer Affairs</i> , 2010, 44, 155-178.	2.3	100
10	Tests of Graphic Visuals and Cigarette Package Warning Combinations: Implications for the Framework Convention on Tobacco Control. <i>Journal of Public Policy and Marketing</i> , 2006, 25, 212-223.	3.4	98
11	Advertising Framing Effects and Consideration of Future Consequences. <i>Journal of Consumer Affairs</i> , 2011, 45, 7-32.	2.3	69
12	How Graphic Visual Health Warnings Affect Young Smokers' Thoughts of Quitting. <i>Journal of Marketing Research</i> , 2014, 51, 165-183.	4.8	64
13	Graphic Health Warnings on Cigarette Packages: The Role of Emotions in Affecting Adolescent Smoking Consideration and Secondhand Smoke Beliefs. <i>Journal of Public Policy and Marketing</i> , 2016, 35, 124-143.	3.4	61
14	Transforming Consumer Health. <i>Journal of Public Policy and Marketing</i> , 2011, 30, 14-22.	3.4	56
15	Flies in the Ointment? Addressing Potential Impediments to Population-Based Health Benefits of Restaurant Menu Labeling Initiatives. <i>Journal of Public Policy and Marketing</i> , 2012, 31, 232-239.	3.4	52
16	Marketers' use of alternative front-of-package nutrition symbols: An examination of effects on product evaluations. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 453-476.	11.2	51
17	Temporal Framing in Health Advertising: The Role of Risk and Future Orientation. <i>Journal of Current Issues and Research in Advertising</i> , 2010, 32, 33-46.	4.3	44
18	Regulating Front-of-Package Nutrition Information Disclosures: A Test of Industry Self-Regulation vs. Other Popular Options. <i>Journal of Consumer Affairs</i> , 2014, 48, 147-174.	2.3	34

#	ARTICLE	IF	CITATIONS
19	The Impact of Violence Against Women in Advertisements. <i>Journal of Advertising</i> , 2010, 39, 37-52.	6.6	31
20	What consumers actually know: The role of objective nutrition knowledge in processing stop sign and traffic light front-of-pack nutrition labels. <i>Journal of Business Research</i> , 2021, 128, 140-155.	10.2	30
21	Reply to "Amazon's Mechanical Turk: A Comment". <i>Journal of Advertising</i> , 2017, 46, 159-162.	6.6	28
22	Effects of plain package branding and graphic health warnings on adolescent smokers in the USA, Spain and France. <i>Tobacco Control</i> , 2016, 25, e120-e126.	3.2	25
23	Barely or fairly balancing drug risks? Content and format effects in direct-to-consumer online prescription drug promotions. <i>Psychology and Marketing</i> , 2008, 25, 675-691.	8.2	23
24	Sound Disclosures: Assessing when a Disclosure is Worthwhile. <i>Journal of Public Policy and Marketing</i> , 2012, 31, 313-322.	3.4	23
25	Effects of E-Cigarette Health Warnings and Modified Risk Ad Claims on Adolescent E-Cigarette Craving and Susceptibility. <i>Nicotine and Tobacco Research</i> , 2019, 21, 792-798.	2.6	23
26	Children and Online Privacy Protection: Empowerment from Cognitive Defense Strategies. <i>Journal of Public Policy and Marketing</i> , 2020, 39, 205-219.	3.4	23
27	Tobacco Harm Reduction Advertising in the Presence of a Government-Mandated Warning. <i>Journal of Consumer Affairs</i> , 2012, 46, 235-259.	2.3	19
28	Research Issues and Needs at the Intersection of Advertising and Public Policy. <i>Journal of Advertising</i> , 2019, 48, 126-135.	6.6	17
29	Can Corrective Ad Statements Based on <i>U.S. v. Philip Morris USA Inc.</i> Affect Consumer Beliefs About Smoking?. <i>Journal of Public Policy and Marketing</i> , 2010, 29, 153-169.	3.4	16
30	Drivers of Data Quality in Advertising Research: Differences across MTurk and Professional Panel Samples. <i>Journal of Advertising</i> , 2022, 51, 515-529.	6.6	15
31	What Exactly Is Marketing and Public Policy? Insights for JPPM Researchers. <i>Journal of Public Policy and Marketing</i> , 2022, 41, 10-33.	3.4	14
32	Evidence-Based Cannabis Policy: A Framework to Guide Marketing and Public Policy Research. <i>Journal of Public Policy and Marketing</i> , 2020, 39, 76-92.	3.4	13
33	Factors to consider in improving prescription drug pharmacy leaflets. <i>International Journal of Advertising</i> , 2015, 34, 765-788.	6.7	7
34	Government Efforts to Aid Consumer Well-Being: Understanding Federal Health Warnings and Disclosures. , 0, , 530-563.		6
35	A Preliminary Examination of Facts Up Front: Survey Results from Primary Shoppers and At-Risk Segments. <i>Journal of the Academy of Nutrition and Dietetics</i> , 2016, 116, 1530-1536.	0.8	4
36	Who Uses Facts Up Front? A Baseline Examination of Who is Using Standardized Front-of-Package Nutrition Disclosures. <i>Journal of Consumer Affairs</i> , 2016, 50, 458-470.	2.3	2

#	ARTICLE	IF	CITATIONS
37	A Longitudinal Assessment of Corrective Advertising Mandated in United States v. Philip Morris USA, Inc.. Journal of Business Ethics, 2021, 171, 757-770.	6.0	1