

# Sonya A Grier

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3397199/publications.pdf>

Version: 2024-02-01

54  
papers

4,768  
citations

201674

27  
h-index

182427

51  
g-index

55  
all docs

55  
docs citations

55  
times ranked

4032  
citing authors

#	ARTICLE	IF	CITATIONS
1	SOCIAL MARKETING IN PUBLIC HEALTH. Annual Review of Public Health, 2005, 26, 319-339.	17.4	671
2	When Is Honesty the Best Policy? The Effect of Stated Company Intent on Consumer Skepticism. Journal of Consumer Psychology, 2003, 13, 349-356.	4.5	655
3	From Nutrients to Nurturance: A Conceptual Introduction to Food Well-Being. Journal of Public Policy and Marketing, 2011, 30, 5-13.	3.4	386
4	Targeting Interventions for Ethnic Minority and Low-Income Populations. Future of Children, 2006, 16, 187-207.	1.0	380
5	Social Dimensions of Consumer Distinctiveness: The Influence of Social Status on Group Identity and Advertising Persuasion. Journal of Marketing Research, 2001, 38, 216-224.	4.8	226
6	Insights From a "Failed" Experiment: Directions for Pluralistic, Multiethnic Advertising Research. Journal of Advertising, 2006, 35, 35-46.	6.6	222
7	Nontarget Markets and Viewer Distinctiveness: The Impact of Target Marketing on Advertising Attitudes. Journal of Consumer Psychology, 2000, 9, 127-140.	4.5	214
8	The Context for Choice: Health Implications of Targeted Food and Beverage Marketing to African Americans. American Journal of Public Health, 2008, 98, 1616-1629.	2.7	202
9	Noticing Cultural Differences: Ad Meanings Created by Target and Non-Target Markets. Journal of Advertising, 1999, 28, 79-93.	6.6	185
10	Targeted Marketing and Public Health. Annual Review of Public Health, 2010, 31, 349-369.	17.4	162
11	A Cross-sectional Prevalence Study of Ethnically Targeted and General Audience Outdoor Obesity-Related Advertising. Milbank Quarterly, 2009, 87, 155-184.	4.4	145
12	Fast-Food Marketing and Children's Fast-Food Consumption: Exploring Parents' Influences in an Ethnically Diverse Sample. Journal of Public Policy and Marketing, 2007, 26, 221-235.	3.4	126
13	Community energy balance: A framework for contextualizing cultural influences on high risk of obesity in ethnic minority populations. Preventive Medicine, 2012, 55, 371-381.	3.4	76
14	Crossover Dreams: Consumer Responses to Ethnic-Oriented Products. Journal of Marketing, 2006, 70, 35-51.	11.3	70
15	Crossover Dreams: Consumer Responses to Ethnic-Oriented Products. Journal of Marketing, 2006, 70, 35-51.	11.3	66
16	Understanding the influence of cross-cultural Consumer-to-Consumer Interaction on consumer service satisfaction. Journal of Business Research, 2013, 66, 306-313.	10.2	65
17	Targeting without alienating. International Journal of Advertising, 2011, 30, 233-258.	6.7	64
18	When food is more than nutrition: Understanding emotional eating and overconsumption. Journal of Consumer Behaviour, 2013, 12, 204-213.	4.2	55

#	ARTICLE	IF	CITATIONS
19	Re-imagining the marketplace: addressing race in academic marketing research. <i>Consumption Markets and Culture</i> , 2019, 22, 91-100.	2.1	55
20	The New Threat of Digital Marketing. <i>Pediatric Clinics of North America</i> , 2012, 59, 659-675.	1.8	53
21	What "Price" Means When Buying Food: Insights From a Multisite Qualitative Study With Black Americans. <i>American Journal of Public Health</i> , 2013, 103, 516-522.	2.7	51
22	Are All Proximity Effects Created Equal? Fast Food near Schools and Body Weight among Diverse Adolescents. <i>Journal of Public Policy and Marketing</i> , 2013, 32, 116-128.	3.4	48
23	Dog Parks and Coffee Shops: Faux Diversity and Consumption in Gentrifying Neighborhoods. <i>Journal of Public Policy and Marketing</i> , 2018, 37, 23-38.	3.4	42
24	Race in the Marketplace and COVID-19. <i>Journal of Public Policy and Marketing</i> , 2021, 40, 89-91.	3.4	42
25	Operationalizing Critical Race Theory in the Marketplace. <i>Journal of Public Policy and Marketing</i> , 2021, 40, 126-142.	3.4	40
26	When the burger becomes halal: a critical discourse analysis of privilege and marketplace inclusion. <i>Consumption Markets and Culture</i> , 2017, 20, 497-522.	2.1	34
27	Constructing a bridge to multicultural marketplace well-being: A consumer-centered framework for marketer action. <i>Journal of Business Research</i> , 2019, 100, 339-353.	10.2	30
28	Food and Beverage Marketing to Latinos. <i>Health Education and Behavior</i> , 2015, 42, 569-582.	2.5	28
29	Enhancing breast cancer communications: A cultural models approach. <i>International Journal of Research in Marketing</i> , 2008, 25, 335-342.	4.2	27
30	Eating Their Feelings: Examining Emotional Eating in At-Risk Groups in the United States. <i>Journal of Consumer Policy</i> , 2011, 34, 211-229.	1.3	27
31	Marketing Inclusion: A Social Justice Project for Diversity Education. <i>Journal of Marketing Education</i> , 2020, 42, 59-75.	2.4	26
32	Weight Loss through Virtual Support Communities: A Role for Identity-based Motivation in Public Commitment. <i>Journal of Interactive Marketing</i> , 2017, 40, 9-23.	6.2	24
33	Reproducing inequity: the role of race in the business school faculty search. <i>Journal of Marketing Management</i> , 2020, 36, 1190-1222.	2.3	24
34	The Federal Trade Commission's Report on the Marketing of Violent Entertainment to Youths: Developing Policy-Tuned Research. <i>Journal of Public Policy and Marketing</i> , 2001, 20, 123-132.	3.4	21
35	"Coming to Town": The Impact of Urbanicity, Cigarette Advertising, and Network Norms on the Smoking Attitudes of Black Women in Cape Town, South Africa. <i>Journal of Urban Health</i> , 2008, 85, 472-485.	3.6	18
36	Agents of Change: A Scale to Identify Diversity Seekers. <i>Journal of Public Policy and Marketing</i> , 2013, 32, 144-155.	3.4	18

#	ARTICLE	IF	CITATIONS
37	Conceptualizing Multicultural Advertising Effects in the "New" South Africa. <i>Journal of Global Marketing</i> , 2010, 23, 189-207.	3.4	17
38	Sensitizing Black Adult and Youth Consumers to Targeted Food Marketing Tactics in Their Environments. <i>International Journal of Environmental Research and Public Health</i> , 2017, 14, 1316.	2.6	17
39	A qualitative assessment of US Black and Latino adolescents' attitudes about targeted marketing of unhealthy food and beverages. <i>Journal of Children and Media</i> , 2019, 13, 295-316.	1.7	17
40	How We Explain Depends on Whom We Explain: The Impact of Social Category on the Selection of Causal Comparisons and Causal Explanations. <i>Journal of Experimental Social Psychology</i> , 2000, 36, 545-566.	2.2	14
41	Compared to whom? The impact of status on third person effects in advertising persuasion in a South African context. <i>Journal of Consumer Behaviour</i> , 2007, 6, 5-18.	4.2	13
42	Food prices and food shopping decisions of black women. <i>Appetite</i> , 2014, 77, 106-114.	3.7	13
43	A tale of two urbanities: Adolescent alcohol and cigarette consumption in high and low-poverty urban neighborhoods. <i>Journal of Business Research</i> , 2015, 68, 2109-2116.	10.2	13
44	From Anxious Spaces To Harmonious Relations? Interracial Marketplace Interactions Through The Lens Of Consumer Psychology. <i>Journal of Consumer Psychology</i> , 0, , .	4.5	12
45	The Relationship Between Health Plan Advertising And Market Incentives: Evidence Of Risk-Selective Behavior. <i>Health Affairs</i> , 2006, 25, 759-765.	5.2	11
46	Operating in a Constricted Space: Policy Actor Perceptions of Targeting to Address U.S. Health Disparities. <i>Journal of Public Policy and Marketing</i> , 2020, 39, 31-47.	3.4	11
47	The Racialized Marketing of Unhealthy Foods and Beverages: Perspectives and Potential Remedies. <i>Journal of Law, Medicine and Ethics</i> , 2022, 50, 52-59.	0.9	11
48	Will Social Marketing Fight for Black Lives? An Open Letter to the Field. <i>Social Marketing Quarterly</i> , 2020, 26, 378-387.	1.7	9
49	The Digital Food Marketing Landscape: Challenges for Researchers. , 2013, , 221-242.		7
50	Gifts and Gifting in Online Communities. <i>Research in Consumer Behavior</i> , 2012, , 29-46.	0.3	6
51	Understanding Community Perspectives: A Step Towards Achieving Food Marketing Equity. , 2013, , 343-366.		5
52	Restricted pleasure for healthy eating and food well-being. <i>Qualitative Market Research</i> , 2019, 22, 557-569.	1.5	3
53	Black Community Conversations About Opposing Ethnically Targeted Marketing of Unhealthy Foods and Beverages. <i>Journal of Racial and Ethnic Health Disparities</i> , 2022, 9, 1946-1956.	3.2	1
54	Community Energy Balance. , 2014, , 19-55.		0