Sonya A Grier

List of Publications by Year
in descending order

54	4,768	201674	182427
papers	citations	27	51
		h-index	g-index

55	55	55	4032
all docs	docs citations	times ranked	citing authors

#	Article	IF	Citations
1	Black Community Conversations About Opposing Ethnically Targeted Marketing of Unhealthy Foods and Beverages. Journal of Racial and Ethnic Health Disparities, 2022, 9, 1946-1956.	3.2	1
2	The Racialized Marketing of Unhealthy Foods and Beverages: Perspectives and Potential Remedies. Journal of Law, Medicine and Ethics, 2022, 50, 52-59.	0.9	11
3	Race in the Marketplace and COVID-19. Journal of Public Policy and Marketing, 2021, 40, 89-91.	3.4	42
4	Operationalizing Critical Race Theory in the Marketplace. Journal of Public Policy and Marketing, 2021, 40, 126-142.	3.4	40
5	Marketing Inclusion: A Social Justice Project for Diversity Education. Journal of Marketing Education, 2020, 42, 59-75.	2.4	26
6	Operating in a Constricted Space: Policy Actor Perceptions of Targeting to Address U.S. Health Disparities. Journal of Public Policy and Marketing, 2020, 39, 31-47.	3.4	11
7	Will Social Marketing Fight for Black Lives? An Open Letter to the Field. Social Marketing Quarterly, 2020, 26, 378-387.	1.7	9
8	Reproducing inequity: the role of race in the business school faculty search. Journal of Marketing Management, 2020, 36, 1190-1222.	2.3	24
9	A qualitative assessment of US Black and Latino adolescents' attitudes about targeted marketing of unhealthy food and beverages. Journal of Children and Media, 2019, 13, 295-316.	1.7	17
10	Restricted pleasure for healthy eating and food well-being. Qualitative Market Research, 2019, 22, 557-569.	1.5	3
11	Constructing a bridge to multicultural marketplace well-being: A consumer-centered framework for marketer action. Journal of Business Research, 2019, 100, 339-353.	10.2	30
12	Re-imagining the marketplace: addressing race in academic marketing research. Consumption Markets and Culture, 2019, 22, 91-100.	2.1	55
13	Dog Parks and Coffee Shops: Faux Diversity and Consumption in Gentrifying Neighborhoods. Journal of Public Policy and Marketing, 2018, 37, 23-38.	3.4	42
14	When the burger becomes halal: a critical discourse analysis of privilege and marketplace inclusion. Consumption Markets and Culture, 2017, 20, 497-522.	2.1	34
15	Weight Loss through Virtual Support Communities: A Role for Identity-based Motivation in Public Commitment. Journal of Interactive Marketing, 2017, 40, 9-23.	6.2	24
16	Sensitizing Black Adult and Youth Consumers to Targeted Food Marketing Tactics in Their Environments. International Journal of Environmental Research and Public Health, 2017, 14, 1316.	2.6	17
17	Food and Beverage Marketing to Latinos. Health Education and Behavior, 2015, 42, 569-582.	2.5	28
18	A tale of two urbanicities: Adolescent alcohol and cigarette consumption in high and low-poverty urban neighborhoods. Journal of Business Research, 2015, 68, 2109-2116.	10.2	13

#	Article	IF	Citations
19	Food prices and food shopping decisions of black women. Appetite, 2014, 77, 106-114.	3.7	13
20	Community Energy Balance. , 2014, , 19-55.		0
21	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
22	When food is more than nutrition: Understanding emotional eating and overconsumption. Journal of Consumer Behaviour, 2013, 12, 204-213.	4.2	55
23	Agents of Change: A Scale to Identify Diversity Seekers. Journal of Public Policy and Marketing, 2013, 32, 144-155.	3.4	18
24	What â€œPriceâ€•Means When Buying Food: Insights From a Multisite Qualitative Study With Black Americans. American Journal of Public Health, 2013, 103, 516-522.	2.7	51
25	Are All Proximity Effects Created Equal? Fast Food near Schools and Body Weight among Diverse Adolescents. Journal of Public Policy and Marketing, 2013, 32, 116-128.	3.4	48
26	The Digital Food Marketing Landscape: Challenges for Researchers. , 2013, , 221-242.		7
27	Understanding Community Perspectives: A Step Towards Achieving Food Marketing Equity. , 2013, , 343-366.		5
28	Gifts and Gifting in Online Communities. Research in Consumer Behavior, 2012, , 29-46.	0.3	6
29	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
30	The New Threat of Digital Marketing. Pediatric Clinics of North America, 2012, 59, 659-675.	1.8	53
31	From Nutrients to Nurturance: A Conceptual Introduction to Food Well-Being. Journal of Public Policy and Marketing, 2011, 30, 5-13.	3.4	386
32	Eating Their Feelings: Examining Emotional Eating in At-Risk Groups in the United States. Journal of Consumer Policy, 2011, 34, 211-229.	1.3	27
33	Targeting without alienating. International Journal of Advertising, 2011, 30, 233-258.	6.7	64
34	Conceptualizing Multicultural Advertising Effects in the â€œNewâ€•South Africa. Journal of Global Marketing, 2010, 23, 189-207.	3.4	17
35	Targeted Marketing and Public Health. Annual Review of Public Health, 2010, 31, 349-369.	17.4	162
36	A Crossâ€•Sectional Prevalence Study of Ethnically Targeted and General Audience Outdoor Obesityâ€•Related Advertising. Milbank Quarterly, 2009, 87, 155-184.	4.4	145

#	ARTICLE	IF	CITATIONS
37	"Coming to Town" The Impact of Urbanicity, Cigarette Advertising, and Network Norms on the Smoking Attitudes of Black Women in Cape Town, South Africa. Journal of Urban Health, 2008, 85, 472-485.	3.6	18
38	Enhancing breast cancer communications: A cultural models approach. International Journal of Research in Marketing, 2008, 25, 335-342.	4.2	27
39	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
40	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
41	Compared to whom? The impact of status on third person effects in advertising persuasion in a South African context. Journal of Consumer Behaviour, 2007, 6, 5-18.	4.2	13
42	Crossover Dreams: Consumer Responses to Ethnic-Oriented Products. Journal of Marketing, 2006, 70, 35-51.	11.3	66
43	Targeting Interventions for Ethnic Minority and Low-Income Populations. Future of Children, 2006, 16, 187-207.	1.0	380
44	Crossover Dreams: Consumer Responses to Ethnic-Oriented Products. Journal of Marketing, 2006, 70, 35-51.	11.3	70
45	The Relationship Between Health Plan Advertising And Market Incentives: Evidence Of Risk-Selective Behavior. Health Affairs, 2006, 25, 759-765.	5.2	11
46	Insights From a "Failed" Experiment: Directions for Pluralistic, Multiethnic Advertising Research. Journal of Advertising, 2006, 35, 35-46.	6.6	222
47	SOCIAL MARKETING IN PUBLIC HEALTH. Annual Review of Public Health, 2005, 26, 319-339.	17.4	671
48	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
49	The Federal Trade Commission's Report on the Marketing of Violent Entertainment to Youths: Developing Policy-Tuned Research. Journal of Public Policy and Marketing, 2001, 20, 123-132.	3.4	21
50	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
51	Nontarget Markets and Viewer Distinctiveness: The Impact of Target Marketing on Advertising Attitudes. Journal of Consumer Psychology, 2000, 9, 127-140.	4.5	214
52	How We Explain Depends on Whom We Explain: The Impact of Social Category on the Selection of Causal Comparisons and Causal Explanations. Journal of Experimental Social Psychology, 2000, 36, 545-566.	2.2	14
53	Noticing Cultural Differences: Ad Meanings Created by Target and Non-Target Markets. Journal of Advertising, 1999, 28, 79-93.	6.6	185
54	From Anxious Spaces To Harmonious Relations? Interracial Marketplace Interactions Through The Lens Of Consumer Psychology. Journal of Consumer Psychology, 0, , .	4.5	12