

Deborah J Macinnis

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/415821/publications.pdf>

Version: 2024-02-01

25
papers

5,363
citations

361413

20
h-index

610901

24
g-index

26
all docs

26
docs citations

26
times ranked

3387
citing authors

#	ARTICLE	IF	CITATIONS
1	The Ties That Bind: Measuring the Strength of Consumers'™ Emotional Attachments to Brands. <i>Journal of Consumer Psychology</i> , 2005, 15, 77-91.	4.5	1,727
2	Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers. <i>Journal of Marketing</i> , 2010, 74, 1-17.	11.3	1,406
3	A Framework for Conceptual Contributions in Marketing. <i>Journal of Marketing</i> , 2011, 75, 136-154.	11.3	852
4	Humanizing brands: When brands seem to be like me, part of me, and in a relationship with me. <i>Journal of Consumer Psychology</i> , 2017, 27, 355-374.	4.5	246
5	What to Say When: Advertising Appeals in Evolving Markets. <i>Journal of Marketing Research</i> , 2001, 38, 399-414.	4.8	212
6	The brand attitude formation process of emotional and informational ads. <i>Journal of Business Research</i> , 2005, 58, 1397-1406.	10.2	199
7	Assessing When Increased Media Weight of Real-World Advertisements Helps Sales. <i>Journal of Marketing Research</i> , 2002, 39, 391-407.	4.8	111
8	The Adaptive Information Processing Hypothesis: Accounting for the V-Shaped Advertising Response Function. <i>Journal of Advertising</i> , 1992, 21, 37-46.	6.6	103
9	Affective forecasting and self-control: Why anticipating pride wins over anticipating shame in a self-regulation context. <i>Journal of Consumer Psychology</i> , 2009, 19, 537-545.	4.5	77
10	Spotlight on Affect: Affect and Affective Forecasting in Impulse Control. <i>Journal of Consumer Psychology</i> , 2006, 16, 224-231.	4.5	55
11	It's™s Unfair. <i>Journal of Service Research</i> , 2011, 14, 302-317.	12.2	51
12	Strategic benefits of low fit brand extensions: When and why?. <i>Journal of Consumer Psychology</i> , 2015, 25, 577-595.	4.5	48
13	œBrands as Intentional Agents: Questions and extensions. <i>Journal of Consumer Psychology</i> , 2012, 22, 195-198.	4.5	38
14	Focal and Emotional Integration: Constructs, Measures, and Preliminary Evidence. <i>Journal of Advertising</i> , 1993, 22, 51-66.	6.6	36
15	Perceptual dimensions differentiate emotions. <i>Cognition and Emotion</i> , 2016, 30, 1430-1445.	2.0	34
16	Looking Through the Crystal Ball. <i>Review of Marketing Research</i> , 2006, , 43-80.	0.2	26
17	Personal accounts and an anatomy of conceptual contributions in the special issue. <i>Journal of Marketing Management</i> , 2019, 35, 1-12.	2.3	26
18	Introduction to the Special Issue: Brand Relationships, Emotions, and the Self. <i>Journal of the Association for Consumer Research</i> , 2018, 3, 123-129.	1.7	24

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19	The effects of curiosity-evoking events on activity enjoyment.. Journal of Experimental Psychology: Applied, 2016, 22, 319-330.	1.2	22
20	Brand-self connections and brand prominence as drivers of employee brand attachment. AMS Review, 2018, 8, 128-146.	2.5	21
21	The role of hope in financial risk seeking.. Journal of Experimental Psychology: Applied, 2014, 20, 349-364.	1.2	14
22	Creating Cultural Meaning in Products and Brands: A Psychological Perspective. Journal of Consumer Psychology, 2019, 29, 555-562.	4.5	12
23	Leveraging the happy meal effect: Substituting food with modest nonfood incentives decreases portion size choice.. Journal of Experimental Psychology: Applied, 2015, 21, 276-286.	1.2	11
24	How to successfully introduce logo redesigns. Journal of Brand Management, 2019, 26, 365-375.	3.5	10
25	Perfectionism paradox: Perfectionistic concerns (not perfectionistic strivings) affect the relationship between perceived risk and choice. Journal of Consumer Behaviour, 0, , .	4.2	2