

# Lars Bergkvist

## List of Publications by Year in descending order

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28  
papers

3,612  
citations

567281

15  
h-index

580821

25  
g-index

28  
all docs

28  
docs citations

28  
times ranked

3209  
citing authors

#	ARTICLE	IF	CITATIONS
1	Changes in Definitions and Operationalizations in Advertising Research—Justified or Not?. Journal of Advertising, 2023, 52, 468-476.	6.6	5
2	Reviving and Improving Brand Awareness As a Construct in Advertising Research. Journal of Advertising, 2022, 51, 294-307.	6.6	14
3	Perspectives: Measure proliferation in advertising research: are standard measures the solution?. International Journal of Advertising, 2021, 40, 311-323.	6.7	5
4	The dynamic nature of marketing constructs. Journal of the Academy of Marketing Science, 2021, 49, 521-541.	11.2	30
5	Construct Confusion in Advertising Research. European Advertising Academy, 2021, , 1-12.	0.2	0
6	Perspectives: Four steps toward more valid and comparable self-report measures in advertising research. International Journal of Advertising, 2020, 39, 738-755.	6.7	4
7	Strategic and operational remanufacturing mental models. International Journal of Operations and Production Management, 2020, 40, 173-195.	5.9	10
8	Preregistration as a way to limit questionable research practice in advertising research. International Journal of Advertising, 2020, 39, 1172-1180.	6.7	11
9	Construct heterogeneity and proliferation in advertising research. International Journal of Advertising, 2019, 38, 1286-1302.	6.7	7
10	Cause-related marketing persuasion research: an integrated framework and directions for further research. International Journal of Advertising, 2019, 38, 5-25.	6.7	62
11	Construct Measurement in Advertising Research. Journal of Advertising, 2017, 46, 129-140.	6.6	33
12	Celebrity trait transference: when brands pick up endorsers' personality traits. International Journal of Advertising, 2017, 36, 663-681.	6.7	23
13	The nature of doubly concrete constructs and how to identify them. Journal of Business Research, 2016, 69, 3427-3429.	10.2	26
14	Leveraged marketing communications: a framework for explaining the effects of secondary brand associations. AMS Review, 2016, 6, 157-175.	2.5	40
15	The role of C-OAR-SE in marketing measurement. European Journal of Marketing, 2016, 50, 1953-1958.	2.9	2
16	Celebrity endorsements: a literature review and research agenda. International Journal of Advertising, 2016, 35, 642-663.	6.7	289
17	A new model of how celebrity endorsements work: attitude toward the endorsement as a mediator of celebrity source and endorsement effects. International Journal of Advertising, 2016, 35, 171-184.	6.7	110
18	Appropriate use of single-item measures is here to stay. Marketing Letters, 2015, 26, 245-255.	2.9	171

#	ARTICLE	IF	CITATIONS
19	Brand personality inference: The moderating role of product meaning. Journal of Marketing Management, 2012, 28, 1291-1304.	2.3	9
20	The Brand Communication Effects of using a Headline to Prompt the Key Benefit in ADS with Pictorial Metaphors. Journal of Advertising, 2012, 41, 67-76.	6.6	27
21	The Flipside of the Sponsorship Coin. Journal of Advertising Research, 2012, 52, 65-73.	2.1	55
22	Effects of Green Seals of Approval on Brand Perceptions. , 2012, , 81-92.		0
23	Two studies of consequences and actionable antecedents of brand love. Journal of Brand Management, 2010, 17, 504-518.	3.5	335
24	Tailor-made single-item measures of doubly concrete constructs. International Journal of Advertising, 2009, 28, 607-621.	6.7	182
25	The role of confidence in attitudeâ€™intention and beliefsâ€™attitude relationships. International Journal of Advertising, 2009, 28, 863-880.	6.7	15
26	The Role of Ad Likability in Predicting an Ad's Campaign Performance. Journal of Advertising, 2008, 37, 85-98.	6.6	51
27	The Predictive Validity of Multiple-Item versus Single-Item Measures of the Same Constructs. Journal of Marketing Research, 2007, 44, 175-184.	4.8	2,095
28	Negative effects of unlabeled response scales. International Journal of Market Research, 0, , 147078532098181.	3.8	1