

Bernd H Schmitt

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4851231/publications.pdf>

Version: 2024-02-01

34
papers

4,617
citations

279798

23
h-index

414414

32
g-index

35
all docs

35
docs citations

35
times ranked

2673
citing authors

#	ARTICLE	IF	CITATIONS
1	Experiential AR/VR: a consumer and service framework and research agenda. <i>Journal of Service Management</i> , 2023, 34, 34-55.	7.2	17
2	Experiences and happiness: The role of gender. <i>Psychology and Marketing</i> , 2022, 39, 1646-1659.	8.2	11
3	An Experiential View of Food Design Thinking: Expanding Consumer Centricity for Food Well-Being. , 2021, , 211-225.		2
4	A "crescendo" model: designing food experiences for psychological well-being. <i>European Journal of Marketing</i> , 2021, 55, 2414-2438.	2.9	9
5	Speciesism: an obstacle to AI and robot adoption. <i>Marketing Letters</i> , 2020, 31, 3-6.	2.9	55
6	Consumer decisions with artificially intelligent voice assistants. <i>Marketing Letters</i> , 2020, 31, 335-347.	2.9	51
7	Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries. <i>Journal of Marketing</i> , 2020, 84, 24-46.	11.3	207
8	Transforming the Customer Experience Through New Technologies. <i>Journal of Interactive Marketing</i> , 2020, 51, 57-71.	6.2	341
9	From Atoms to Bits and Back: A Research Curation on Digital Technology and Agenda for Future Research. <i>Journal of Consumer Research</i> , 2019, 46, 825-832.	5.1	62
10	Eliza in the uncanny valley: anthropomorphizing consumer robots increases their perceived warmth but decreases liking. <i>Marketing Letters</i> , 2019, 30, 1-12.	2.9	235
11	Ein ganzheitliches verhaltenswissenschaftliches Modell zur Erklärung von Markenwirkungen. <i>Springer Reference Wirtschaft</i> , 2019, , 141-151.	0.1	0
12	Ein ganzheitliches verhaltenswissenschaftliches Modell zur Erklärung von Markenwirkungen. <i>Springer Reference Wirtschaft</i> , 2018, , 1-11.	0.1	0
13	The "new wave" in studying Asian markets and consumers. <i>Marketing Letters</i> , 2015, 26, 261-264.	2.9	8
14	From experiential psychology to consumer experience. <i>Journal of Consumer Psychology</i> , 2015, 25, 166-171.	4.5	252
15	The current state and future of brand experience. <i>Journal of Brand Management</i> , 2014, 21, 727-733.	3.5	70
16	Experiential product attributes and preferences for new products: The role of processing fluency. <i>Journal of Business Research</i> , 2014, 67, 2291-2298.	10.2	83
17	Functional and experiential routes to persuasion: An analysis of advertising in emerging versus developed markets. <i>International Journal of Research in Marketing</i> , 2013, 30, 46-56.	4.2	86
18	Marketing function and form: How functionalist and experiential architectures affect corporate brand personality. <i>International Journal of Research in Marketing</i> , 2013, 30, 201-210.	4.2	17

#	ARTICLE	IF	CITATIONS
19	The consumer psychology of customerâ€“brand relationships: Extending the AA Relationship model. Journal of Consumer Psychology, 2013, 23, 249-252.	4.5	51
20	Consumer Experience and Experiential Marketing: A Critical Review. Review of Marketing Research, 2013, , 25-61.	0.2	115
21	Selecting the right brand name: An examination of tacit and explicit linguistic knowledge in name translations. Journal of Brand Management, 2012, 19, 655-665.	3.5	18
22	Brands on the brain: Do consumers use declarative information or experienced emotions to evaluate brands?. Journal of Consumer Psychology, 2012, 22, 75-85.	4.5	126
23	The consumer psychology of brands. Journal of Consumer Psychology, 2012, 22, 7-17.	4.5	332
24	How does perceived firm innovativeness affect the consumer?. Journal of Business Research, 2011, 64, 816-822.	10.2	207
25	Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?. Journal of Marketing, 2009, 73, 52-68.	11.3	1,244
26	The concept of brand experience. Journal of Brand Management, 2009, 16, 417-419.	3.5	132
27	Building strong brands in Asia: selecting the visual components of image to maximize brand strength. International Journal of Research in Marketing, 2003, 20, 297-313.	4.2	223
28	Creating Local Brands in Multilingual International Markets. Journal of Marketing Research, 2001, 38, 313-325.	4.8	100
29	â€“Superficial out of profundityâ€™: The branding of customer experiences. Journal of Brand Management, 1997, 5, 92-98.	3.5	12
30	The Temporal Dimension of Social Episodes: Position Effect in Time Judgments of Unfilled Intervals. Journal of Applied Social Psychology, 1996, 26, 1816-1826.	2.0	3
31	Foreign Branding and Its Effects on Product Perceptions and Attitudes. Journal of Marketing Research, 1994, 31, 263.	4.8	347
32	Contextual priming of visual information in advertisements. Psychology and Marketing, 1994, 11, 1-14.	8.2	45
33	Extending brands with new product concepts: The role of category attribute congruity, brand affect, and brand breadth. Journal of Business Research, 1994, 31, 1-10.	10.2	94
34	Memory for print ads: Understanding relations among brand name, copy, and picture. Journal of Consumer Psychology, 1993, 2, 55-81.	4.5	58