

# Colin L Campbell

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5371699/publications.pdf>

Version: 2024-02-01

68  
papers

2,461  
citations

236925

25  
h-index

223800

46  
g-index

68  
all docs

68  
docs citations

68  
times ranked

1525  
citing authors

#	ARTICLE	IF	CITATIONS
1	More than meets the eye: The functional components underlying influencer marketing. Business Horizons, 2020, 63, 469-479.	5.2	282
2	Understanding Consumer Conversations Around Ads in a Web 2.0 World. Journal of Advertising, 2011, 40, 87-102.	6.6	257
3	<i>Ad Lib</i>: When Customers Create the Ad. California Management Review, 2008, 50, 6-30.	6.3	220
4	From data to action: How marketers can leverage AI. Business Horizons, 2020, 63, 227-243.	5.2	145
5	Good native advertising isnâ€™t a secret. Business Horizons, 2015, 58, 599-606.	5.2	112
6	The Challenges Native Advertising Poses: Exploring Potential Federal Trade Commission Responses and Identifying Research Needs. Journal of Marketing & Public Policy, 2019, 38, 110-123.	2.4	92
7	Does brand meaning exist in similarity or singularity?. Journal of Business Research, 2009, 62, 356-361.	10.2	89
8	Segmenting consumer reactions to social network marketing. European Journal of Marketing, 2014, 48, 432-452.	2.9	89
9	The Role of a Companion Banner and Sponsorship Transparency in Recognizing and Evaluating Article-style Native Advertising. Journal of Interactive Marketing, 2018, 43, 17-32.	6.2	83
10	Segmenting multichannel consumers across search, purchase and after-sales. Journal of Retailing and Consumer Services, 2016, 33, 62-71.	9.4	79
11	Unreal influence: leveraging AI in influencer marketing. European Journal of Marketing, 2022, 56, 1721-1747.	2.9	78
12	Understanding Why Consumers Don't Skip Pre-Roll Video Ads. Journal of Advertising, 2017, 46, 411-423.	6.6	75
13	Managing the humanâ€™ chatbot divide: how service scripts influence service experience. Journal of Service Management, 2021, 32, 246-264.	7.2	68
14	An exploratory study into brand alignment in B2B relationships. Industrial Marketing Management, 2010, 39, 712-720.	6.7	51
15	Preparing for an Era of Deepfakes and AI-Generated Ads: A Framework for Understanding Responses to Manipulated Advertising. Journal of Advertising, 2022, 51, 22-38.	6.6	48
16	Placing a Hand in the Fire. Journal of Marketing Education, 2011, 33, 204-216.	2.4	47
17	Addictive De-Vices: A Public Policy Analysis of Sources and Solutions to Digital Addiction. Journal of Public Policy and Marketing, 2019, 38, 451-468.	3.4	40
18	Tracking Back-Talk in Consumer-Generated Advertising. Journal of Advertising Research, 2011, 51, 224-238.	2.1	39

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19	Advertisements Just Aren't Advertisements Anymore. <i>Journal of Advertising Research</i> , 2014, 54, 7-10.	2.1	38
20	E-readiness and trust: macro and micro dualities for e-commerce in a global environment. <i>International Marketing Review</i> , 2008, 25, 700-714.	3.6	36
21	Exploring why consumers engage in boycotts: toward a unified model. <i>Journal of Public Affairs</i> , 2013, 13, 180-189.	3.1	32
22	Who Shares? Profiling Consumers in the Sharing Economy. <i>Australasian Marketing Journal</i> , 2020, 28, 22-33.	5.4	31
23	Consumers' reaction to fair trade motivated price increases. <i>Journal of Retailing and Consumer Services</i> , 2015, 24, 79-84.	9.4	28
24	Trait and image interaction. <i>Annals of Tourism Research</i> , 2010, 37, 779-801.	6.4	27
25	e-Relationships for e-Readiness: Culture and corruption in international e-B2B. <i>Industrial Marketing Management</i> , 2008, 37, 83-91.	6.7	26
26	Is An Advertisement Worth The Paper It's Printed on?. <i>Journal of Advertising Research</i> , 2012, 52, 118-127.	2.1	25
27	Strategies for creating value through individual and collective customer experiences. <i>Business Horizons</i> , 2019, 62, 95-104.	5.2	24
28	Navigating the Future of Influencer Advertising: Consolidating What Is Known and Identifying New Research Directions. <i>Journal of Advertising</i> , 2021, 50, 505-509.	6.6	20
29	What Drives Consumers To Engage with Influencers?. <i>Journal of Advertising Research</i> , 2022, 62, 35-48.	2.1	19
30	Examining the effectiveness of experiential teaching methods in small and large OM modules. <i>International Journal of Operations and Production Management</i> , 2012, 32, 1473-1492.	5.9	18
31	Seeing light in the dark: Investigating the dark side of social media and user response strategies. <i>European Management Journal</i> , 2020, 38, 45-53.	5.1	16
32	The impact of loyalty and promotion effects on retention rate. <i>Journal of the Operational Research Society</i> , 2009, 60, 646-651.	3.4	15
33	Little rewards, big changes: Using exercise analytics to motivate sustainable changes in physical activity. <i>Information and Management</i> , 2022, 59, 103216.	6.5	14
34	Political ad portraits: a visual analysis of viewer reaction to online political spoof advertisements. <i>Journal of Public Affairs</i> , 2010, 10, 313-328.	3.1	13
35	When satire is serious: how political cartoons impact a country's brand. <i>Journal of Public Affairs</i> , 2011, 11, 148-155.	3.1	13
36	How small service failures drive customer defection: Introducing the concept of microfailures. <i>Business Horizons</i> , 2020, 63, 573-584.	5.2	13

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37	Analysing consumer segments to budget for loyalty and promotion programmes and maximize market share. <i>Journal of the Operational Research Society</i> , 2010, 61, 1523-1529.	3.4	12
38	Buffering B2B service failure: The role of customer engagement. <i>Industrial Marketing Management</i> , 2022, 103, 47-60.	6.7	12
39	A machine-learning based approach to measuring constructs through text analysis. <i>European Journal of Marketing</i> , 2019, 54, 511-524.	2.9	11
40	Strategies for Creating Successful Soundless Video Advertisements. <i>Journal of Advertising Research</i> , 2019, 59, 85-98.	2.1	10
41	Letâ€™s Make a â€œDealâ€ How Deal Collectives Coproduce Unintended Value from Sales Promotions. <i>Journal of Marketing</i> , 2019, 83, 43-60.	11.3	10
42	Ad creativity in a negative context: How a thanking message frame enhances purchase intention in times of crisis. <i>Journal of Retailing and Consumer Services</i> , 2022, 64, 102825.	9.4	10
43	â€œUnprecedented,â€ â€œextraordinary,â€ and â€œwe're all in this togetherâ€ Does advertising really need to be so tedious in challenging times?. <i>Business Horizons</i> , 2021, 64, 415-424.	5.2	9
44	Beyond the make-or-buy dichotomy: outsourcing creativity in the fashion sector. <i>Production Planning and Control</i> , 2013, 24, 294-307.	8.8	8
45	Have your cake and eat it too: how invoking post-purchase hyperopia mitigates impulse purchase regret. <i>Marketing Letters</i> , 2021, 32, 75-89.	2.9	8
46	Estimating numerical scale ratings from text-based service reviews. <i>Journal of Service Management</i> , 2020, 31, 187-202.	7.2	7
47	Personal acquaintances and salespeople in financial services: Differences between customers and friends. <i>Journal of Financial Services Marketing</i> , 2009, 14, 26-39.	3.4	6
48	When companies get caught: The effect of consumers discovering undesirable firm engagement online. <i>Journal of Public Affairs</i> , 2012, 12, 120-126.	3.1	6
49	Thatâ€™s So Instagrammable! Understanding How Environments Generate Indirect Advertising by Cueing Consumer-Generated Content. <i>Journal of Advertising</i> , 2022, 51, 411-429.	6.6	6
50	Suboptimal segmentation: Assessing the use of demographics in financial services advertising. <i>Journal of Financial Services Marketing</i> , 2011, 16, 173-182.	3.4	5
51	Exploring the Value Of Shoppable Live Advertising. <i>Journal of Advertising Research</i> , 2021, 61, 129-132.	2.1	5
52	Fleeting, But Not Forgotten: Ephemerality as a Means to Increase Recall of Advertising. <i>Journal of Interactive Marketing</i> , 2021, 56, 96-105.	6.2	5
53	Strategies for More Effective Six-Second Video Advertisements. <i>Journal of Advertising Research</i> , 2021, 61, 260-275.	2.1	5
54	Instant Innovation: From Zero to Full Speed in Fifteen Years. <i>Journal of Advertising Research</i> , 2011, 51, 72-86.	2.1	5

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55	Selling the Canadian Forces' brand to Canada's youth. <i>Marketing Intelligence and Planning</i> , 2009, 27, 474-485.	3.5	4
56	It's time to close the experimentation gap in advertising: Confronting myths surrounding ad testing. <i>Business Horizons</i> , 2021, , .	5.2	4
57	Direct Discrimination without a Comparator? Moving to a Test of Unfavourable Treatment. <i>Federal Law Review</i> , 2015, 43, 91-118.	0.4	2
58	THE CHALLENGES NATIVE ADVERTISING POSES: EXPLORING POTENTIAL FTC RESPONSES AND IDENTIFYING RESEARCH NEEDS. <i>Journal of Public Policy and Marketing</i> , 0, , .	3.4	2
59	Making a Face: Graphical Illustrations of Managerial Stances toward Customer Creativity. <i>Australasian Marketing Journal</i> , 2012, 20, 9-15.	5.4	1
60	Discriminating between behaviour using market data from panels. <i>International Journal of Market Research</i> , 2014, 56, 73-88.	3.8	1
61	Deliberative freedoms and the asymmetric features of anti-discrimination law. <i>University of Toronto Law Journal</i> , 2017, 67, 247-287.	0.2	1
62	Strategically releasing control: Navigating the complexities of enabling category captains. <i>Industrial Marketing Management</i> , 2020, 90, 181-193.	6.7	1
63	How relying on online reviews impacts private label brand preferences: from ANZMAC 2019. <i>Journal of Strategic Marketing</i> , 0, , 1-13.	5.5	1
64	How dark stories boost recall. <i>Journal of Strategic Marketing</i> , 2023, 31, 1279-1295.	5.5	1
65	In this together: the long-term effect of a collective crisis on the retail and service sector. <i>Journal of Services Marketing</i> , 2022, 36, 550-562.	3.0	1
66	The public/private distinction in Australian administrative law. , 0, , 34-49.		0
67	The risky business of urban water innovation in Australia: looking through the harm lens. <i>Asia Pacific Journal of Public Administration</i> , 2019, 41, 1-18.	1.5	0
68	Direct Discrimination without a Comparator? Moving to a Test of Unfavourable Treatment. <i>Federal Law Review</i> , 2015, 43, 91-118.	0.4	0