Colin L Campbell

List of Publications by Year
in descending order

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	How dark stories boost recall. Journal of Strategic Marketing, 2023, 31, 1279-1295.	5.5	1
2	Little rewards, big changes: Using exercise analytics to motivate sustainable changes in physical activity. Information and Management, 2022, 59, 103216.	6.5	14
3	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
4	Ad creativity in a negative context: How a thanking message frame enhances purchase intention in times of crisis. Journal of Retailing and Consumer Services, 2022, 64, 102825.	9.4	10
5	In this together: the long-term effect of a collective crisis on the retail and service sector. Journal of Services Marketing, 2022, 36, 550-562.	3.0	1
6	Unreal influence: leveraging AI in influencer marketing. European Journal of Marketing, 2022, 56, 1721-1747.	2.9	78
7	Buffering B2B service failure: The role of customer engagement. Industrial Marketing Management, 2022, 103, 47-60.	6.7	12
8	What Drives Consumers To Engage with Influencers?. Journal of Advertising Research, 2022, 62, 35-48.	2.1	19
9	That's So Instagrammable! Understanding How Environments Generate Indirect Advertising by Cueing Consumer-Generated Content. Journal of Advertising, 2022, 51, 411-429.	6.6	6
10	Managing the human–chatbot divide: how service scripts influence service experience. Journal of Service Management, 2021, 32, 246-264.	7.2	68
11	Have your cake and eat it too: how invoking post-purchase hyperopia mitigates impulse purchase regret. Marketing Letters, 2021, 32, 75-89.	2.9	8
12	IT'S time to close the experimentation gap in advertising: Confronting myths surrounding ad testing. Business Horizons, 2021, , .	5.2	4
13	Exploring the Value Of Shoppable Live Advertising. Journal of Advertising Research, 2021, 61, 129-132.	2.1	5
14	"Unprecedented," "extraordinary," and "we're all in this together" Does advertising really need to be so tedious in challenging times?. Business Horizons, 2021, 64, 415-424.	5.2	9
15	Fleeting, But Not Forgotten: Ephemerality as a Means to Increase Recall of Advertising. Journal of Interactive Marketing, 2021, 56, 96-105.	6.2	5
16	Strategies for More Effective Six-Second Video Advertisements. Journal of Advertising Research, 2021, 61, 260-275.	2.1	5
17	Navigating the Future of Influencer Advertising: Consolidating What Is Known and Identifying New Research Directions. Journal of Advertising, 2021, 50, 505-509.	6.6	20
18	Seeing light in the dark: Investigating the dark side of social media and user response strategies. European Management Journal, 2020, 38, 45-53.	5.1	16

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19	From data to action: How marketers can leverage AI. Business Horizons, 2020, 63, 227-243.	5.2	145
20	Estimating numerical scale ratings from text-based service reviews. Journal of Service Management, 2020, 31, 187-202.	7.2	7
21	Strategically releasing control: Navigating the complexities of enabling category captains. Industrial Marketing Management, 2020, 90, 181-193.	6.7	1
22	More than meets the eye: The functional components underlying influencer marketing. Business Horizons, 2020, 63, 469-479.	5.2	282
23	Who Shares? Profiling Consumers in the Sharing Economy. Australasian Marketing Journal, 2020, 28, 22-33.	5.4	31
24	How small service failures drive customer defection: Introducing the concept of microfailures. Business Horizons, 2020, 63, 573-584.	5.2	13
25	Strategies for Creating Successful Soundless Video Advertisements. Journal of Advertising Research, 2019, 59, 85-98.	2.1	10
26	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
27	Let's Make a "Deal" How Deal Collectives Coproduce Unintended Value from Sales Promotions. Journal of Marketing, 2019, 83, 43-60.	11.3	10
28	The risky business of urban water innovation in Australia: looking through the harm lens. Asia Pacific Journal of Public Administration, 2019, 41, 1-18.	1.5	0
29	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
30	A machine-learning based approach to measuring constructs through text analysis. European Journal of Marketing, 2019, 54, 511-524.	2.9	11
31	Strategies for creating value through individual and collective customer experiences. Business Horizons, 2019, 62, 95-104.	5.2	24
32	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
33	Understanding Why Consumers Don't Skip Pre-Roll Video Ads. Journal of Advertising, 2017, 46, 411-423.	6.6	75
34	Deliberative freedoms and the asymmetric features of anti-discrimination law. University of Toronto Law Journal, 2017, 67, 247-287.	0.2	1
35	Segmenting multichannel consumers across search, purchase and after-sales. Journal of Retailing and Consumer Services, 2016, 33, 62-71.	9.4	79
36	Direct Discrimination without a Comparator? Moving to a Test of Unfavourable Treatment. Federal Law Review, 2015, 43, 91-118.	0.4	2

#	ARTICLE	IF	CITATIONS
37	Good native advertising isnâ€™t a secret. Business Horizons, 2015, 58, 599-606.	5.2	112
38	Consumers' reaction to fair trade motivated price increases. Journal of Retailing and Consumer Services, 2015, 24, 79-84.	9.4	28
39	Direct Discrimination without a Comparator? Moving to a Test of Unfavourable Treatment. Federal Law Review, 2015, 43, 91-118.	0.4	0
40	Advertisements Just Aren't Advertisements Anymore. Journal of Advertising Research, 2014, 54, 7-10.	2.1	38
41	Segmenting consumer reactions to social network marketing. European Journal of Marketing, 2014, 48, 432-452.	2.9	89
42	Discriminating between behaviour using market data from panels. International Journal of Market Research, 2014, 56, 73-88.	3.8	1
43	Exploring why consumers engage in boycotts: toward a unified model. Journal of Public Affairs, 2013, 13, 180-189.	3.1	32
44	Beyond the make-or-buy dichotomy: outsourcing creativity in the fashion sector. Production Planning and Control, 2013, 24, 294-307.	8.8	8
45	Examining the effectiveness of experiential teaching methods in small and large OM modules. International Journal of Operations and Production Management, 2012, 32, 1473-1492.	5.9	18
46	Making a Face: Graphical Illustrations of Managerial Stances toward Customer Creativity. Australasian Marketing Journal, 2012, 20, 9-15.	5.4	1
47	Is An Advertisement Worth The Paper It's Printed on?. Journal of Advertising Research, 2012, 52, 118-127.	2.1	25
48	When companies get caught: The effect of consumers discovering undesirable firm engagement online. Journal of Public Affairs, 2012, 12, 120-126.	3.1	6
49	Understanding Consumer Conversations Around Ads in a Web 2.0 World. Journal of Advertising, 2011, 40, 87-102.	6.6	257
50	Tracking Back-Talk in Consumer-Generated Advertising. Journal of Advertising Research, 2011, 51, 224-238.	2.1	39
51	Suboptimal segmentation: Assessing the use of demographics in financial services advertising. Journal of Financial Services Marketing, 2011, 16, 173-182.	3.4	5
52	When satire is serious: how political cartoons impact a country's brand. Journal of Public Affairs, 2011, 11, 148-155.	3.1	13
53	Placing a Hand in the Fire. Journal of Marketing Education, 2011, 33, 204-216.	2.4	47
54	Instant Innovation: From Zero to Full Speed in Fifteen Years. Journal of Advertising Research, 2011, 51, 72-86.	2.1	5

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55	Analysing consumer segments to budget for loyalty and promotion programmes and maximize market share. Journal of the Operational Research Society, 2010, 61, 1523-1529.	3.4	12
56	Trait and image interaction. Annals of Tourism Research, 2010, 37, 779-801.	6.4	27
57	An exploratory study into brand alignment in B2B relationships. Industrial Marketing Management, 2010, 39, 712-720.	6.7	51
58	Political ad portraits: a visual analysis of viewer reaction to online political spoof advertisements. Journal of Public Affairs, 2010, 10, 313-328.	3.1	13
59	Does brand meaning exist in similarity or singularity?. Journal of Business Research, 2009, 62, 356-361.	10.2	89
60	The impact of loyalty and promotion effects on retention rate. Journal of the Operational Research Society, 2009, 60, 646-651.	3.4	15
61	Selling the Canadian Forces' brand to Canada's youth. Marketing Intelligence and Planning, 2009, 27, 474-485.	3.5	4
62	Personal acquaintances and salespeople in financial services: Differences between customers and friends. Journal of Financial Services Marketing, 2009, 14, 26-39.	3.4	6
63	e-Relationships for e-Readiness: Culture and corruption in international e-B2B. Industrial Marketing Management, 2008, 37, 83-91.	6.7	26
64	Eâ€readiness and trust: macro and micro dualities for eâ€commerce in a global environment. International Marketing Review, 2008, 25, 700-714.	3.6	36
65	<i>Ad Lib</i>: When Customers Create the Ad. California Management Review, 2008, 50, 6-30.	6.3	220
66	The public/private distinction in Australian administrative law. , 0, , 34-49.		0
67	THE CHALLENGES NATIVE ADVERTISING POSES: EXPLORING POTENTIAL FTC RESPONSES AND IDENTIFYING RESEARCH NEEDS. Journal of Public Policy and Marketing, 0, , .	3.4	2
68	How relying on online reviews impacts private label brand preferences: from ANZMAC 2019. Journal of Strategic Marketing, 0, , 1-13.	5.5	1