

Cornelia Pechmann

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6908564/publications.pdf>

Version: 2024-02-01

33
papers

2,172
citations

471509

17
h-index

414414

32
g-index

36
all docs

36
docs citations

36
times ranked

2065
citing authors

#	ARTICLE	IF	CITATIONS
1	What to Convey in Antismoking Advertisements for Adolescents: The use of Protection Motivation Theory to Identify Effective Message Themes. <i>Journal of Marketing</i> , 2003, 67, 1-18.	11.3	346
2	The Impact of Regulatory Focus on Adolescents'™ Response to Antismoking Advertising Campaigns. <i>Journal of Marketing Research</i> , 2007, 44, 671-687.	4.8	259
3	Smoking Scenes in Movies and Antismoking Advertisements before Movies: Effects on Youth. <i>Journal of Marketing</i> , 1999, 63, 1.	11.3	242
4	Impulsive and Self-Conscious: Adolescents' Vulnerability to Advertising and Promotion. <i>Journal of Public Policy and Marketing</i> , 2005, 24, 202-221.	3.4	241
5	An Experimental Investigation of the Joint Effects of Advertising and Peers on Adolescents' Beliefs and Intentions about Cigarette Consumption. <i>Journal of Consumer Research</i> , 2002, 29, 5-19.	5.1	164
6	Twitter=quitter? An analysis of Twitter quit smoking social networks. <i>Tobacco Control</i> , 2012, 21, 447-449.	3.2	106
7	Antismoking Advertisements for Youths: An Independent Evaluation of Health, Counter-Industry, and Industry Approaches. <i>American Journal of Public Health</i> , 2006, 96, 906-913.	2.7	96
8	Creating Boundary-Breaking, Marketing-Relevant Consumer Research. <i>Journal of Marketing</i> , 2020, 84, 1-23.	11.3	93
9	Development of a Twitter-Based Intervention for Smoking Cessation that Encourages High-Quality Social Media Interactions via Automessages. <i>Journal of Medical Internet Research</i> , 2015, 17, e50.	4.3	86
10	Randomised controlled trial evaluation of Tweet2Quit: a social network quit-smoking intervention. <i>Tobacco Control</i> , 2017, 26, 188-194.	3.2	77
11	Avoiding the risk of responsibility by seeking uncertainty: Responsibility aversion and preference for indirect agency when choosing for others. <i>Journal of Consumer Psychology</i> , 2011, 21, 405-413.	4.5	69
12	Avoiding poor health or approaching good health: Does it matter? The conceptualization, measurement, and consequences of health regulatory focus. <i>Journal of Consumer Psychology</i> , 2013, 23, 451-463.	4.5	69
13	Planning an Effective Anti-Smoking Mass Media Campaign Targeting Adolescents. <i>Journal of Public Health Management and Practice</i> , 2000, 6, 80-94.	1.4	63
14	Introduction to the Special Issue on transformative consumer research: Developing theory to mobilize efforts that improve consumer and societal well-being. <i>Journal of Business Research</i> , 2013, 66, 1168-1170.	10.2	54
15	Exposure to the Above the Influence Antidrug Advertisements and Adolescent Marijuana Use in the United States, 2006-2008. <i>American Journal of Public Health</i> , 2011, 101, 948-954.	2.7	31
16	Mapping Engagement in Twitter-Based Support Networks for Adult Smoking Cessation. <i>American Journal of Public Health</i> , 2016, 106, 1374-1380.	2.7	25
17	Hyperopia and frugality: Different motivational drivers and yet similar effects on consumer spending. <i>Journal of Business Research</i> , 2019, 95, 347-356.	10.2	23
18	The effects of advertising models for age-restricted products and self-concept discrepancy on advertising outcomes among young adolescents. <i>Journal of Consumer Psychology</i> , 2015, 25, 519-529.	4.5	17

#	ARTICLE	IF	CITATIONS
19	Facilitating Adolescent Well-Being: A Review of the Challenges and Opportunities and the Beneficial Roles of Parents, Schools, Neighborhoods, and Policymakers. <i>Journal of Consumer Psychology</i> , 2020, 30, 149-177.	4.5	17
20	Facebook Recruitment Using Zip Codes to Improve Diversity in Health Research: Longitudinal Observational Study. <i>Journal of Medical Internet Research</i> , 2020, 22, e17554.	4.3	17
21	The Characteristics of Transformative Consumer Research and How it Can Contribute to and Enhance Consumer Psychology. <i>Journal of Consumer Psychology</i> , 2020, 30, 365-367.	4.5	11
22	Perceived Costs versus Actual Benefits of Demographic Self-Disclosure in Online Support Groups. <i>Journal of Consumer Psychology</i> , 2021, 31, 450-477.	4.5	10
23	Latino Adults' Perspectives on Treating Tobacco Use Via Social Media. <i>JMIR MHealth and UHealth</i> , 2017, 5, e12.	3.7	10
24	The performance effects of creative imitation on original products: Evidence from lab and field experiments. <i>Strategic Management Journal</i> , 2023, 44, 171-196.	7.3	9
25	Trends in the Use and Advertising of Discount Versus Premium Snuff. <i>Nicotine and Tobacco Research</i> , 2013, 15, 474-481.	2.6	8
26	Undergraduate support for university smoke-free and vape-free campus policies and student engagement: a quasi-experimental intervention. <i>Journal of American College Health</i> , 2022, 70, 992-1000.	1.5	8
27	The Use of Web-Based Support Groups Versus Usual Quit-Smoking Care for Men and Women Aged 21-59 Years: Protocol for a Randomized Controlled Trial. <i>JMIR Research Protocols</i> , 2020, 9, e16417.	1.0	5
28	Smoking in Movies. <i>Health Communication</i> , 2010, 25, 578-579.	3.1	4
29	What do these clinical trial results mean? How product efficacy judgments are affected by data partitioning, framing, and quantification. <i>Organizational Behavior and Human Decision Processes</i> , 2012, 117, 341-350.	2.5	4
30	Buddies as In-Group Influencers in Online Support Groups: A Social Network Analysis of Processes and Outcomes. <i>Journal of Interactive Marketing</i> , 2022, 57, 198-211.	6.2	4
31	Linking the content to demographic reach of online advertising of electronic nicotine delivery systems. <i>Tobacco Control</i> , 2018, 27, 463-469.	3.2	2
32	Understanding Hesitation to Use Nicotine Replacement Therapy: A Content Analysis of Posts in Online Tobacco-Cessation Support Groups. <i>American Journal of Health Promotion</i> , 2023, 37, 30-38.	1.7	1
33	Broadcast reach and self-reported exposure to court-ordered corrective statements on cigarette harms. <i>Preventive Medicine Reports</i> , 2020, 19, 101127.	1.8	0