

Franziska Voelckner

List of Publications by Year in descending order

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Version: 2024-02-01

30
papers

3,351
citations

394421

19
h-index

434195

31
g-index

32
all docs

32
docs citations

32
times ranked

2523
citing authors

#	ARTICLE	IF	CITATIONS
1	Managing Brands in the Social Media Environment. <i>Journal of Interactive Marketing</i> , 2013, 27, 242-256.	6.2	578
2	Drivers of Brand Extension Success. <i>Journal of Marketing</i> , 2006, 70, 18-34.	11.3	383
3	The Double-Edged Sword of Foreign Brand Names for Companies from Emerging Countries. <i>Journal of Marketing</i> , 2012, 76, 21-37.	11.3	327
4	Discovering Unobserved Heterogeneity in Structural Equation Models to Avert Validity Threats. <i>MIS Quarterly: Management Information Systems</i> , 2013, 37, 665-694.	4.2	275
5	The price-perceived quality relationship: A meta-analytic review and assessment of its determinants. <i>Marketing Letters</i> , 2007, 18, 181-196.	2.9	237
6	How collinearity affects mixture regression results. <i>Marketing Letters</i> , 2015, 26, 643-659.	2.9	233
7	An empirical comparison of methods for measuring consumers'™ willingness to pay. <i>Marketing Letters</i> , 2006, 17, 137-149.	2.9	206
8	How Important Are Brands? A Cross-Category, Cross-Country Study. <i>Journal of Marketing Research</i> , 2010, 47, 823-839.	4.8	184
9	The Role of Parent Brand Quality for Service Brand Extension Success. <i>Journal of Service Research</i> , 2010, 13, 379-396.	12.2	138
10	The impact of brand extension success drivers on brand extension price premiums. <i>International Journal of Research in Marketing</i> , 2010, 27, 319-328.	4.2	132
11	Empirical generalizability of consumer evaluations of brand extensions. <i>International Journal of Research in Marketing</i> , 2007, 24, 149-162.	4.2	126
12	The dual role of price: decomposing consumers'™ reactions to price. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 359-377.	11.2	114
13	Listen to Your Customers: Insights into Brand Image Using Online Consumer-Generated Product Reviews. <i>International Journal of Electronic Commerce</i> , 2015, 20, 112-141.	3.0	91
14	Empirical generalizations on the impact of stars on the economic success of movies. <i>International Journal of Research in Marketing</i> , 2017, 34, 442-461.	4.2	52
15	Image feedback effects of brand extensions: Evidence from a longitudinal field study. <i>Marketing Letters</i> , 2008, 19, 109-124.	2.9	48
16	Temperature and emotions: Effects of physical temperature on responses to emotional advertising. <i>International Journal of Research in Marketing</i> , 2017, 34, 302-320.	4.2	38
17	Gamifying employer branding: An integrating framework and research propositions for a new HRM approach in the digitized economy. <i>Human Resource Management Review</i> , 2021, 31, 100686.	4.8	36
18	To divide or not to divide? The impact of partitioned pricing on the informational and sacrifice effects of price. <i>Marketing Letters</i> , 2012, 23, 719-730.	2.9	35

#	ARTICLE	IF	CITATIONS
19	Erfolgsfaktoren von Markentransfers. Marketing, Zeitschrift Fur Forschung Und Praxis, 2003, 25, 147-168.	0.2	22
20	Brand Positioning Based on Brand Imageâ€“Country Image Fit. Marketing Science, 2019, 38, 516-538.	4.1	19
21	Determinanten der Informationsfunktion des Preises: Eine empirische Analyse. Journal of Business Economics, 2006, 76, 473-497.	1.9	14
22	Does Chain Labeling Make Private Labels More Successful?. Schmalenbach Business Review, 2015, 67, 92-113.	0.9	11
23	Effects of background music on evaluations of visual images. Psychology and Marketing, 2021, 38, 2240-2246.	8.2	11
24	Dual effect-based market segmentation and price optimization. Journal of Business Research, 2013, 66, 480-488.	10.2	10
25	What is not beautiful should match: how attractiveness similarity affects consumer responses to advertising. Marketing Letters, 2017, 28, 509-522.	2.9	7
26	The impact of different fit dimensions on spillover effects in brand alliances. Journal of Business Economics, 2017, 87, 899-925.	1.9	5
27	Attitude-Based Versus Choice-Behavior-Based Success of Brand Extensions. Schmalenbach Business Review, 2012, 64, 125-140.	0.9	4
28	Messung der MarkenstÄrke von KÄ¼nstlermarken. Marketing, Zeitschrift Fur Forschung Und Praxis, 2008, 30, 93-108.	0.2	4
29	Separating Negative and Positive Effects of Price with Choice-Based Conjoint Analyses. Marketing, Zeitschrift Fur Forschung Und Praxis, 2005, 27, 5-5.	0.2	2
30	ITÄ™S ALL IN THE MIX: HOW USER-DESIGNED PRODUCTS AND COMPANY-DESIGNED PRODUCTS CAN PEACEFULLY COEXIST. International Journal of Innovation Management, 2020, 24, 2050067.	1.2	0