

Valentyna V Melnyk

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9557423/publications.pdf>

Version: 2024-02-01

20
papers

1,065
citations

623734

14
h-index

752698

20
g-index

20
all docs

20
docs citations

20
times ranked

874
citing authors

#	ARTICLE	IF	CITATIONS
1	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
2	Are Women More Loyal Customers than Men? Gender Differences in Loyalty to Firms and Individual Service Providers. <i>Journal of Marketing</i> , 2009, 73, 82-96.	11.3	148
3	Are Women More Loyal Customers Than Men? Gender Differences in Loyalty to Firms and Individual Service Providers. <i>Journal of Marketing</i> , 2009, 73, 82-96.	11.3	98
4	Speaking to the mind or the heart: effects of matching hedonic versus utilitarian arguments and products. <i>Marketing Letters</i> , 2016, 27, 131-142.	2.9	87
5	The Influence of Social Norms on Consumer Behavior: A Meta-Analysis. <i>Journal of Marketing</i> , 2022, 86, 98-120.	11.3	57
6	Pink or blue? The impact of gender cues on brand perceptions. <i>European Journal of Marketing</i> , 2016, 50, 1550-1574.	2.9	55
7	Make me special: Gender differences in consumers' responses to loyalty programs. <i>Marketing Letters</i> , 2012, 23, 545-559.	2.9	54
8	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
9	The effects of introducing and terminating loyalty programs. <i>European Journal of Marketing</i> , 2015, 49, 398-419.	2.9	32
10	The ugly side of customer management – Consumer reactions to firm-initiated contract terminations. <i>International Journal of Research in Marketing</i> , 2017, 34, 829-850.	4.2	27
11	What to stress, to whom and where? A cross-country investigation of the effects of perceived brand benefits on buying intentions. <i>International Journal of Research in Marketing</i> , 2016, 33, 924-943.	4.2	26
12	The effect of text-only versus text-and-image wine labels on liking, taste and purchase intentions. The mediating role of affective fluency. <i>Journal of Retailing and Consumer Services</i> , 2020, 53, 101964.	9.4	22
13	Marking your trade: Cultural factors in the prolongation of trademarks. <i>Journal of Business Research</i> , 2014, 67, 478-485.	10.2	21
14	Analysing the motivations of Japanese international sports-fan tourists. <i>European Sport Management Quarterly</i> , 2016, 16, 487-501.	3.8	16
15	40 years of loyalty programs: how effective are they? Generalizations from a meta-analysis. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 147-173.	11.2	16
16	Enhancing Consumer Well-Being and Behavior with Spiritual and Fantasy Advertising. <i>Journal of Advertising</i> , 2021, 50, 354-371.	6.6	14
17	Effects of background music on evaluations of visual images. <i>Psychology and Marketing</i> , 2021, 38, 2240-2246.	8.2	11
18	Resisting Temptation: Gender Differences in Customer Loyalty in the Presence of a More Attractive Alternative. <i>Australasian Marketing Journal</i> , 2014, 22, 335-341.	5.4	10

#	ARTICLE	IF	CITATIONS
19	Predicting behaviour: comparing the performance of factual versus attitudinal approaches. International Journal of Social Research Methodology: Theory and Practice, 2018, 21, 439-452.	4.4	5
20	The temperature dimension of emotions. European Journal of Marketing, 2022, 56, 2172-2215.	2.9	1