

Dr. Magdalena Cismaru – List of Publications

30. Levit, Tatiana and **Magdalena Cismaru** (2020). “Marketing Social Marketing Theory to Practitioners,” in the *International Review on Public and Nonprofit Marketing*, Vol. 17, pg. 237-252, <https://doi.org/10.1007/s12208-020-00245-4>.
29. Davis, Jessica and **Magdalena Cismaru** (2020). “Preventing Youth from Driving High,” in the *Canadian Journal of Family and Youth*, Vol. 12(1), pg. 44-64.
28. **Cismaru, Magdalena** and Amanda Wuth (2019). “Identifying and Analyzing Social Marketing Initiatives Using a Theory-Based Approach,” in the *Journal of Social Marketing*, Vol. 9(4), pg. 357-397.
27. **Cismaru, Magdalena** and Romulus Cismaru (2018). “Protecting University Students from Bullying and Harassment: A Review of the Initiatives at Canadian Universities,” in *Contemporary Issues in Education Research*, Vol. 11(4), pg. 145-152.
26. **Cismaru, Magdalena** and Kate Nimegeers (2017). ““Keep Your Eyes Up, Don't Text and Drive”: A Review of Anti-Texting While Driving Campaigns' Recommendations,” in the *International Review on Public and Nonprofit Marketing*, Vol. 14(1), pg. 113-135.
25. **Cismaru, Magdalena** and Audrey Le Pioufle (2016). “Helping Families Affected by Depression: Incorporating Prosocial and Caregiving Literature,” in the *International Business Research Journal*, Vol. 9(12), pg. 23-31.
24. Levit, Tatiana, **Magdalena Cismaru**, and Alexis Zederayko (2016). “Application of the Transtheoretical Model and Social Marketing to Anti-Depression Campaign Websites,” in *Social Marketing Quarterly Journal*, Vol. 22(1), pg. 54-77 (most read article).
23. **Cismaru, Magdalena** (2014). “Using the Extended Parallel Process Model to Understand Texting While Driving and Guide Communications Campaigns against It,” in *Social Marketing Quarterly Journal*, Vol. 20(1), pg. 66-82 (most read article for several years).
22. **Cismaru, Magdalena** (2013). “Encouraging Bystanders to Help in Stopping Violence against Children,” in *International Journal of Nonprofit and Voluntary Sector Marketing*, Vol. 18(1), pg. 7-17.
21. Cismaru, Romulus and **Magdalena Cismaru** (2011). “Laptop Use During Class: A Review of Canadian Universities,” in *Journal of College Teaching and Learning*, Vol. 8(11), pg. 21-28.
20. Nelson, Kristina, **Magdalena Cismaru**, Romulus Cismaru, and Takaya Ono (2011). “Water Management Campaigns and Protection Motivation Theory,” in the *International Review on Public and Nonprofit Marketing*, Vol. 8(2), pg. 163-193.
19. **Cismaru, Magdalena** and Anne M. Lavack (2011). “Campaigns Targeting Perpetrators of Intimate Partner Violence,” in *Trauma, Violence, and Abuse*, Vol. 12(4), pg. 183-197.
18. **Cismaru, Magdalena**, Romulus Cismaru, Takaya Ono, and Kristina Nelson (2011). ““Act on Climate Change” – An Application of Protection Motivation Theory,” in *Social Marketing Quarterly Journal*, Vol. 17(3), pg. 62-84.
17. **Cismaru, Magdalena**, Jensen, Gitte, and Anne M. Lavack (2010). ““If the Noise Coming from Next Door Was Loud Music, You'd Do Something About It”: Using Mass Media Domestic Violence Campaigns to Encourage Domestic Bystander Intervention,” in *Journal of Advertising*, Vol. 39(4), pg. 69-82 (best article).
16. **Cismaru, Magdalena** and Anne M. Lavack (2010). “Don't Suffer in Silence” – Applying the Integrated Model for Social Marketers to Campaigns Targeting Victims of Domestic Violence,” in *Social Marketing Quarterly Journal*, Vol. 16(1), pg. 97-129.
15. Jensen, Gitte, **Magdalena Cismaru**, Anne M. Lavack and Romulus Cismaru (2010).

“Examining Prejudice-reduction Theories in Anti-racism Initiatives,” in the *International Journal of Nonprofit and Voluntary Sector Marketing*, Vol. 15(2), pg. 181-198.

14. **Cismaru, Magdalena**, Sameer Deshpande, Robin Thurmeier, Anne M. Lavack and Noreen Agrey (2010). “Preventing Fetal Alcohol Spectrum Disorders: The Role of Protection Motivation Theory,” in *Health Marketing Quarterly*, Vol. 27(1), pg. 66-85.

13. **Cismaru, Magdalena**, Kristina Nelson and Greg Elliott (2009). “How Could Entrepreneurs Identify Business Opportunities? A Case in the Environmentally Friendly Resort Properties,” in *Small and Medium-sized Enterprises and Entrepreneurship (SMEE) Review*, Vol. 2(1), pg. 13-17.

12. **Cismaru, Magdalena**, Anne M. Lavack and Evan Markewich (2009). “Social Marketing Campaigns Aimed at Preventing Drunk Driving: A Review and Recommendations,” in the *International Marketing Review, Special Issue: Social Marketing in a Global Context*, Vol. 26(3), pg. 292-311.

11. **Cismaru, Magdalena**, Anish Nagpal, and Parthasarathy Krishnamurthy (2009). “The Role of Response and Self-Efficacy in Persuasiveness of Health Recommendations,” in *Journal of Health Psychology*, Vol. 14(1), pg. 135-141.

10. **Cismaru, Magdalena**, Anne M. Lavack, and Evan Markewich (2008). “Alcohol Consumption among Young Consumers: A Review and Recommendations,” in *Young Consumers: Insights and Ideas for Responsible Marketers*, Vol. 9(4), pg. 282-296.

9. **Cismaru, Magdalena** (2008). “Counteracting Obesity: Developing a Policy Framework to Guide Action,” in the *International Journal of Public Health*, Vol. 53(6), pg. 311-316.

8. **Cismaru, Magdalena**, Anne M. Lavack, Heather D. Hadjistavropoulos, and Kim Dorsch (2008). “Understanding Health Behaviour: An Integrated Model for Social Marketers,” in *Social Marketing Quarterly Journal*, Vol. 14(2), pg. 2-32.

7. **Cismaru, Magdalena** and Anne M. Lavack (2007). “Social Marketing Campaigns Aimed at Preventing and Controlling Obesity: A Review and Recommendations,” in the *International Review on Public and Nonprofit Marketing*, Vol. 4(1/2), pg. 9-30.

6. **Cismaru, Magdalena** and Anne M. Lavack (2007). “Interaction Effects and Combinatorial Rules Governing Protection Motivation Theory Variables: A New Model,” in *Marketing Theory*, Vol. 7(3), pg. 249-270.

5. **Cismaru, Magdalena** and Anne M. Lavack (2007). “Canadian Tobacco Warning Labels and the Protection Motivation Model: Implications for Canadian Tobacco Control Policy,” in *Canadian Public Policy/ Analyse de Politiques*, Vol. XXXIII (3), pg. 1-11.

4. **Cismaru, Magdalena** and Anne M. Lavack (2006). “Marketing Communications and Protection Motivation Theory: Examining Consumer Decision Making,” in the *International Review on Public and Nonprofit Marketing*, Vol. 3(2), pg. 9-24.

3. **Cismaru, Magdalena** and Mary J. Naus (2006). “Persuasive Communication in Health Decision Making: A Study of Risk Information Formats,” in *Latin-American Advances in Consumer Research*, Vol. 1, pg. 33-36.

2. **Cismaru, Magdalena** (2006). “Using Protection Motivation Theory to Increase the Persuasiveness of Public Service Communications,” in the *Saskatchewan Institute of Public Policy Public Policy Series*, February, ISBN# 0-7731-0556-5, pg. 1-27.

1. **Cismaru, Magdalena** and Betsy Gelb (2005). “Antecedents of “Brand Loyalty” in 401(k) Plans As Clues to Purchase Criteria for Retirement Investments,” in *Asia Pacific Advances in Consumer Research*, Vol. VI, pg. 52-55.