

# Anshu Saxena Arora

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10548463/publications.pdf>

Version: 2024-02-01

10  
papers

182  
citations

1478505

6  
h-index

1474206

9  
g-index

12  
all docs

12  
docs citations

12  
times ranked

163  
citing authors

#	ARTICLE	IF	CITATIONS
1	Ten Years of “Social Media Marketing” Research in the Journal of Promotion Management: Research Synthesis, Emerging Themes, and New Directions. Journal of Promotion Management, 2019, 25, 476-499.	3.4	55
2	Relationships among supply chain strategies, organizational performance, and technological and market turbulences. International Journal of Logistics Management, 2016, 27, 206-232.	6.6	46
3	Consumer Response to Diffusion Brands and Luxury Brands: The Role of Country of Origin and Country of Manufacture. Journal of International Consumer Marketing, 2015, 27, 3-26.	3.7	32
4	Social Media Index Valuation: Impact of Technological, Social, Economic, and Ethical Dimensions. Journal of Promotion Management, 2014, 20, 328-344.	3.4	17
5	The moderating role of culture in social media-based spatial imagery, consumer xenocentrism, and word-of-mouth for global virtual teams. International Journal of Cross Cultural Management, 2019, 19, 160-193.	2.1	12
6	Miu Miu Diffuses Prada: Coupling Country-of-Origin versus Country-of-Manufacture Effects with Brand Authenticity and Contagion. Journal of International Consumer Marketing, 2016, 28, 228-250.	3.7	8
7	Consumer Responses to Slice-of-Life Versus Slice-of-Death Advertising Appeals: Exploring the Role of Polysemy, Branding, and Culture. Journal of Promotion Management, 2017, 23, 123-162.	3.4	4
8	WYSIWYG “Seeing is Believing: Consumer Responses to Levels of Design Newness, Product Innovativeness, and the Role of Country-of-Origin. Journal of International Consumer Marketing, 2017, 29, 135-161.	3.7	4
9	Do Stereotypes Ignite Polysemy and Strengthen Consumer-Based Brand Equity?. Journal of Promotion Management, 2015, 21, 531-547.	3.4	2
10	Measuring the Effects of Advertising Polysemy on Branding. , 2013, , 63-85.		2