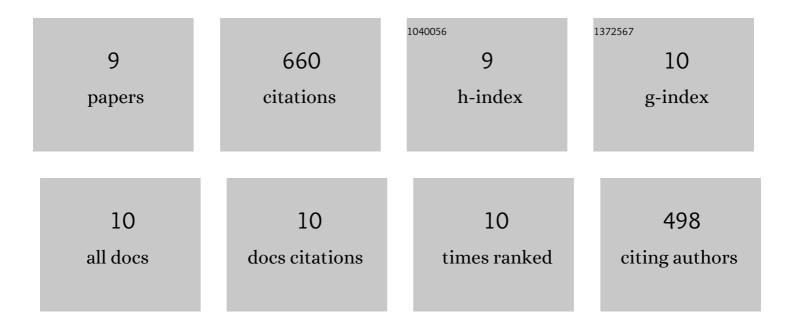
Allison R Johnson

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10590440/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	A Coal in the Heart: Self-Relevance as a Post-Exit Predictor of Consumer Anti-Brand Actions. Journal of Consumer Research, 2011, 38, 108-125.	5.1	224
2	Enough Is Enough! When Identification No Longer Prevents Negative Corporate Associations. Journal of the Academy of Marketing Science, 2006, 34, 185-194.	11.2	202
3	Why brands should fear fearful consumers: How attachment style predicts retaliation. Journal of Consumer Psychology, 2012, 22, 289-298.	4.5	80
4	Marketplace and personal space: Investigating the differential effects of attachment style across relationship contexts. Psychology and Marketing, 2006, 23, 711-726.	8.2	78
5	Identification and Attachment in Consumer-Brand Relationships. Review of Marketing Research, 2015, , 151-174.	0.2	20
6	How consumers' assessments of the difficulty of manufacturing a product influence quality perceptions. Journal of the Academy of Marketing Science, 2007, 35, 317-328.	11.2	17
7	What Does Brand Authenticity Mean? Causes and Consequences of Consumer Scrutiny toward a Brand Narrative. Review of Marketing Research, 2015, , 1-27.	0.2	14
8	When one bad apple spoils consumers' judgment of the brand: exposure to an employee's non-workplace transgression and potential remedies. Journal of the Academy of Marketing Science, 2018, 46, 725-743.	11.2	12
9	Relational Domain Switching: Interpersonal Insecurity Predicts the Strength and Number of Marketplace Relationships. Psychology and Marketing, 2016, 33, 465-479.	8.2	10