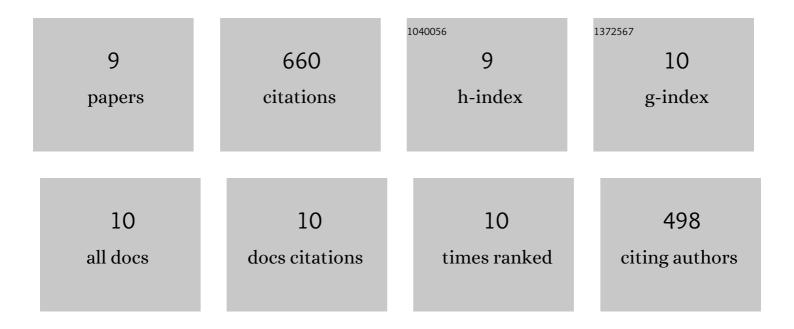
Allison R Johnson

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 |