

Allison R Johnson

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10590440/publications.pdf>

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9
papers

660
citations

1040056

9
h-index

1372567

10
g-index

10
all docs

10
docs citations

10
times ranked

498
citing authors

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