

Neeru Paharia

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10596476/publications.pdf>

Version: 2024-02-01

12
papers

650
citations

933447

10
h-index

1372567

10
g-index

12
all docs

12
docs citations

12
times ranked

403
citing authors

#	ARTICLE	IF	CITATIONS
1	The Underdog Effect: The Marketing of Disadvantage and Determination through Brand Biography. Journal of Consumer Research, 2011, 37, 775-790.	5.1	200
2	Sweatshop labor is wrong unless the shoes are cute: Cognition can both help and hurt moral motivated reasoning. Organizational Behavior and Human Decision Processes, 2013, 121, 81-88.	2.5	102
3	Should Your Brand Pick a Side? How Market Share Determines the Impact of Corporate Political Advocacy. Journal of Marketing Research, 2020, 57, 1135-1151.	4.8	88
4	Positioning Brands against Large Competitors to Increase Sales. Journal of Marketing Research, 2014, 51, 647-656.	4.8	69
5	Buy Less, Buy Luxury: Understanding and Overcoming Product Durability Neglect for Sustainable Consumption. Journal of Marketing, 2021, 85, 28-43.	11.3	67
6	Who Receives Credit or Blame? The Effects of Made-to-Order Production on Responses to Unethical and Ethical Company Production Practices. Journal of Marketing, 2020, 84, 88-104.	11.3	34
7	The Consumer Response to Corporate Political Advocacy: a Review and Future Directions. Customer Needs and Solutions, 2019, 6, 76-83.	0.8	29
8	The symbolic value of time. Current Opinion in Psychology, 2019, 26, 58-61.	4.9	25
9	Shedding Light on the Dark Side of Firm Lobbying: A Customer Perspective. Journal of Marketing, 2022, 86, 79-97.	11.3	19
10	The strategic use of brand biographies. Research in Consumer Behavior, 2010, , 213-229.	0.3	17
11	Should Your Brand Pick a Side? How Market Share Determines the Impact of Divisive Corporate Political Stances. NIM Marketing Intelligence Review, 2021, 13, 26-31.	0.6	0
12	Politics, Persuasion and Choice. SSRN Electronic Journal, 0, , .	0.4	0