

Debasis Pradhan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3823819/publications.pdf>

Version: 2024-02-01

21
papers

494
citations

1040056

9
h-index

839539

18
g-index

21
all docs

21
docs citations

21
times ranked

312
citing authors

#	ARTICLE	IF	CITATIONS
1	Celebrity endorsement: How celebrityâ€“brandâ€“user personality congruence affects brand attitude and purchase intention. <i>Journal of Marketing Communications</i> , 2016, 22, 456-473.	4.0	147
2	Forty-five years of celebrity credibility and endorsement literature: Review and learnings. <i>Journal of Business Research</i> , 2021, 125, 397-415.	10.2	60
3	Materialism and compulsive buying behaviour. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2018, 30, 1239-1258.	3.2	53
4	Brand communities: A literature review and future research agendas using TCCM approach. <i>International Journal of Consumer Studies</i> , 2022, 46, 3-28.	11.6	46
5	I (do not) consume; therefore, I am: Investigating materialism and voluntary simplicity through a moderated mediation model. <i>Psychology and Marketing</i> , 2020, 37, 260-277.	8.2	42
6	When fan engagement with sports club brands matters in sponsorship: influence of fanâ€“brand personality congruence. <i>Journal of Brand Management</i> , 2020, 27, 77-92.	3.5	40
7	Why do consumers subvert brands? investigating the influence of subjective wellâ€“being on brand avoidance. <i>Psychology and Marketing</i> , 2022, 39, 612-633.	8.2	22
8	One step deeper: gender and congruity in celebrity endorsement. <i>Marketing Intelligence and Planning</i> , 2017, 35, 774-788.	3.5	15
9	Shopping value and patronage: when satisfaction and crowding count. <i>Marketing Intelligence and Planning</i> , 2020, 38, 137-150.	3.5	12
10	Potential benefits and descriptive norms in webrooming: an extended model of goal-directed behaviour. <i>International Journal of Retail and Distribution Management</i> , 2022, 50, 377-397.	4.7	11
11	Can we a<sc>ntiâ€“consume</sc> our way to sustainability? Finding answers at the intersection of cultural values. <i>Journal of Consumer Behaviour</i> , 2021, 20, 1051-1064.	4.2	11
12	Rural Marketing in the Development Paradigm. <i>International Journal of Rural Management</i> , 2005, 1, 245-262.	1.3	9
13	Can planning prompt be a boon for impulsive customers? Moderating roles of product category and decisional procrastination. <i>Psychology and Marketing</i> , 2021, 38, 1197.	8.2	8
14	Pandemics and consumer wellâ€“being: Provenance and research priorities. <i>Journal of Consumer Affairs</i> , 2022, 56, 28-33.	2.3	7
15	Resilience of an evolved retail agglomeration: case of rural periodic markets in emerging economies. <i>International Journal of Retail and Distribution Management</i> , 2022, 50, 1395-1411.	4.7	5
16	The impact of advertising appeals on impulse buying. <i>Marketing Intelligence and Planning</i> , 2022, 40, 358-371.	3.5	4
17	Mortein: Finalizing the Theme and Creative Idea. <i>Asian Case Research Journal</i> , 2013, 17, 359-381.	0.0	1
18	Distribution Strategy of a Global Firm in an Emerging Market: The Case of 3M India. <i>Asian Case Research Journal</i> , 2016, 20, 219-251.	0.0	1

#	ARTICLE	IF	CITATIONS
19	Kamdhenu Dairy. Asian Case Research Journal, 2007, 11, 23-58.	0.0	0
20	Mortein Vaporizer: What lies beneath Brand Positioning?. Vikalpa, 2013, 38, 123-140.	1.2	0
21	Suzlon Energy Ltd: Making Foray Abroad. , 2012, , 61-75.		0