

Susan Fournier

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3892284/publications.pdf>

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19
papers

9,752
citations

567281

15
h-index

839539

18
g-index

19
all docs

19
docs citations

19
times ranked

4671
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumers and Their Brands: Developing Relationship Theory in Consumer Research. <i>Journal of Consumer Research</i> , 1998, 24, 343-353.	5.1	5,245
2	When Good Brands Do Bad. <i>Journal of Consumer Research</i> , 2004, 31, 1-16.	5.1	1,140
3	Paradoxes of Technology: Consumer Cognizance, Emotions, and Coping Strategies. <i>Journal of Consumer Research</i> , 1998, 25, 123-143.	5.1	889
4	The uninvited brand. <i>Business Horizons</i> , 2011, 54, 193-207.	5.2	513
5	Reviving brand loyalty: A reconceptualization within the framework of consumer-brand relationships. <i>International Journal of Research in Marketing</i> , 1997, 14, 451-472.	4.2	455
6	Rediscovering Satisfaction. <i>Journal of Marketing</i> , 1999, 63, 5.	11.3	366
7	Brands Matter: An Empirical Demonstration of the Creation of Shareholder Value Through Branding. <i>Journal of the Academy of Marketing Science</i> , 2006, 34, 224-235.	11.2	363
8	Brands as relationship partners: Warmth, competence, and in-between. <i>Journal of Consumer Psychology</i> , 2012, 22, 177-185.	4.5	252
9	Relating badly to brands. <i>Journal of Consumer Psychology</i> , 2013, 23, 253-264.	4.5	141
10	Consumers' relationships with brands. <i>Current Opinion in Psychology</i> , 2016, 10, 129-135.	4.9	98
11	When Companies Don't Make the Ad: A Multimethod Inquiry Into the Differential Effectiveness of Consumer-Generated Advertising. <i>Journal of Advertising</i> , 2013, 42, 292-307.	6.6	85
12	Brand architecture strategy and firm value: how leveraging, separating, and distancing the corporate brand affects risk and returns. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 261-280.	11.2	75
13	Putting the Person Back in Person-Brands: Understanding and Managing the Two-Bodied Brand. <i>Journal of Marketing Research</i> , 2019, 56, 602-619.	4.8	46
14	How Brands Acquire Cultural Meaning. <i>Journal of Consumer Psychology</i> , 2019, 29, 519-534.	4.5	42
15	Word-of-mouth rhetorics in social media talk. <i>Journal of Marketing Communications</i> , 2014, 20, 42-64.	4.0	34
16	Branding and the Risk Management Imperative. <i>NIM Marketing Intelligence Review</i> , 2018, 10, 10-17.	0.6	5
17	Turning Socio-Political Risk to Your Brand's Advantage. <i>NIM Marketing Intelligence Review</i> , 2021, 13, 18-25.	0.6	2
18	The Frontlines of Brand Risk. <i>NIM Marketing Intelligence Review</i> , 2018, 10, 52-57.	0.6	1

#	ARTICLE	IF	CITATIONS
19	At-Risk Brand Relationships and Threats to the Bottom Line. NIM Marketing Intelligence Review, 2018, 10, 58-63.	0.6	0