

Susan Fournier

List of Publications by Year in descending order

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

Version: 2024-02-01

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	Turning Socio-Political Risk to Your Brand's Advantage. NIM Marketing Intelligence Review, 2021, 13, 18-25.	0.6	2
2	How Brands Acquire Cultural Meaning. Journal of Consumer Psychology, 2019, 29, 519-534.	4.5	42
3	Putting the Person Back in Person-Brands: Understanding and Managing the Two-Bodied Brand. Journal of Marketing Research, 2019, 56, 602-619.	4.8	46
4	Branding and the Risk Management Imperative. NIM Marketing Intelligence Review, 2018, 10, 10-17.	0.6	5
5	The Frontlines of Brand Risk. NIM Marketing Intelligence Review, 2018, 10, 52-57.	0.6	1
6	At-Risk Brand Relationships and Threats to the Bottom Line. NIM Marketing Intelligence Review, 2018, 10, 58-63.	0.6	0
7	Brand architecture strategy and firm value: how leveraging, separating, and distancing the corporate brand affects risk and returns. Journal of the Academy of Marketing Science, 2016, 44, 261-280.	11.2	75
8	Consumers' relationships with brands. Current Opinion in Psychology, 2016, 10, 129-135.	4.9	98
9	Word-of-mouth rhetorics in social media talk. Journal of Marketing Communications, 2014, 20, 42-64.	4.0	34
10	When Companies Don't Make the Ad: A Multimethod Inquiry Into the Differential Effectiveness of Consumer-Generated Advertising. Journal of Advertising, 2013, 42, 292-307.	6.6	85
11	Relating badly to brands. Journal of Consumer Psychology, 2013, 23, 253-264.	4.5	141
12	Brands as relationship partners: Warmth, competence, and in-between. Journal of Consumer Psychology, 2012, 22, 177-185.	4.5	252
13	The uninvited brand. Business Horizons, 2011, 54, 193-207.	5.2	513
14	Brands Matter: An Empirical Demonstration of the Creation of Shareholder Value Through Branding. Journal of the Academy of Marketing Science, 2006, 34, 224-235.	11.2	363
15	When Good Brands Do Bad. Journal of Consumer Research, 2004, 31, 1-16.	5.1	1,140
16	Rediscovering Satisfaction. Journal of Marketing, 1999, 63, 5.	11.3	366
17	Paradoxes of Technology: Consumer Cognizance, Emotions, and Coping Strategies. Journal of Consumer Research, 1998, 25, 123-143.	5.1	889
18	Consumers and Their Brands: Developing Relationship Theory in Consumer Research. Journal of Consumer Research, 1998, 24, 343-353.	5.1	5,245

#	ARTICLE	IF	CITATIONS
19	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