

Alina Sorescu

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4131410/publications.pdf>

Version: 2024-02-01

21
papers

2,443
citations

566801

15
h-index

752256

20
g-index

23
all docs

23
docs citations

23
times ranked

1608
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 1 | Sources and Financial Consequences of Radical Innovation: Insights from Pharmaceuticals. Journal of Marketing, 2003, 67, 82-102. | 7.0 | 479 |
| 2 | Innovations in Retail Business Models. Journal of Retailing, 2011, 87, S3-S16. | 4.0 | 363 |
| 3 | Innovation's Effect on Firm Value and Risk: Insights from Consumer Packaged Goods. Journal of Marketing, 2008, 72, 114-132. | 7.0 | 351 |
| 4 | Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries. Journal of Marketing, 2020, 84, 24-46. | 7.0 | 207 |
| 5 | Event study methodology in the marketing literature: an overview. Journal of the Academy of Marketing Science, 2017, 45, 186-207. | 7.2 | 201 |
| 6 | New Product Preannouncements and Shareholder Value: Don't Make Promises you Can't Keep. Journal of Marketing Research, 2007, 44, 468-489. | 3.0 | 198 |
| 7 | Data-Driven Business Model Innovation. Journal of Product Innovation Management, 2017, 34, 691-696. | 5.2 | 171 |
| 8 | Employee-Based Brand Equity: Why Firms with Strong Brands Pay Their Executives Less. Journal of Marketing Research, 2014, 51, 676-690. | 3.0 | 92 |
| 9 | Why Some Acquisitions Do Better Than Others: Product Capital as a Driver of Long-Term Stock Returns. Journal of Marketing Research, 2007, 44, 57-72. | 3.0 | 73 |
| 10 | Wedded Bliss or Tainted Love? Stock Market Reactions to the Introduction of Cobranded Products. Marketing Science, 2013, 32, 939-959. | 2.7 | 50 |
| 11 | Interpreting the Stock Returns to New Product Announcements: How the past Shapes Investors'™ Expectations of the Future. Journal of Marketing Research, 2017, 54, 799-815. | 3.0 | 44 |
| 12 | Hands off my Brand! The Financial Consequences of Protecting Brands through Trademark Infringement Lawsuits. Journal of Marketing, 2018, 82, 45-65. | 7.0 | 37 |
| 13 | When 1 + 1 > 2: How Investors React to New Product Releases Announced Concurrently with Other Corporate News. Journal of Marketing, 2017, 81, 64-82. | 7.0 | 31 |
| 14 | Innovation in the digital economy: a broader view of its scope, antecedents, and consequences. Journal of the Academy of Marketing Science, 2021, 49, 627-631. | 7.2 | 31 |
| 15 | The Impact of Corporate Social Responsibility on Brand Sales: An Accountability Perspective. Journal of Marketing, 2022, 86, 5-28. | 7.0 | 21 |
| 16 | Two Centuries of Innovations and Stock Market Bubbles. Marketing Science, 2018, 37, 507-529. | 2.7 | 16 |
| 17 | A marketing perspective on business models. AMS Review, 2017, 7, 85-89. | 1.1 | 13 |
| 18 | Behemoths at the Gate: How Incumbents Take on Acquisitive Entrants (and why some do Better than) Tj ETQq0 0 Q,rgBT /Overlock 10 T | 7.0 | 12 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 19 | What brand do I use for my new product? The impact of new product branding decisions on firm value. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 338-365. | 7.2 | 3 |
| 20 | EXECUTIVE SUMMARY: BEATING A BEHEMOTH. <i>Business Strategy Review</i> , 2011, 22, 76-77. | 0.0 | 0 |
| 21 | Outstanding IJRM Area Editors and Reviewers. <i>International Journal of Research in Marketing</i> , 2022, 39, A1. | 2.4 | 0 |