

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	The Impact of Corporate Social Responsibility on Brand Sales: An Accountability Perspective. Journal of Marketing, 2022, 86, 5-28.	7.0	21
2	What brand do I use for my new product? The impact of new product branding decisions on firm value. Journal of the Academy of Marketing Science, 2022, 50, 338-365.	7.2	3
3	Outstanding IJRM Area Editors and Reviewers. International Journal of Research in Marketing, 2022, 39, A1.	2.4	0
4	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
5	Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries. Journal of Marketing, 2020, 84, 24-46.	7.0	207
6	Two Centuries of Innovations and Stock Market Bubbles. Marketing Science, 2018, 37, 507-529.	2.7	16
7	Hands off my Brand! The Financial Consequences of Protecting Brands through Trademark Infringement Lawsuits. Journal of Marketing, 2018, 82, 45-65.	7.0	37
8	Event study methodology in the marketing literature: an overview. Journal of the Academy of Marketing Science, 2017, 45, 186-207.	7.2	201
9	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
10	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
11	Data-Driven Business Model Innovation. Journal of Product Innovation Management, 2017, 34, 691-696.	5.2	171
12	A marketing perspective on business models. AMS Review, 2017, 7, 85-89.	1.1	13
13	Employee-Based Brand Equity: Why Firms with Strong Brands Pay Their Executives Less. Journal of Marketing Research, 2014, 51, 676-690.	3.0	92
14	Wedded Bliss or Tainted Love? Stock Market Reactions to the Introduction of Cobranded Products. Marketing Science, 2013, 32, 939-959.	2.7	50
15	EXECUTIVE SUMMARY: BEATING A BEHEMOTH. Business Strategy Review, 2011, 22, 76-77.	0.0	0
16	Innovations in Retail Business Models. Journal of Retailing, 2011, 87, S3-S16.	4.0	363
17	Behemoths at the Gate: How Incumbents Take on Acquisitive Entrants (and why some do Better than) Tj ETQq1 1 0,784314 rgBT /Over	7.0	12
18	Innovation's Effect on Firm Value and Risk: Insights from Consumer Packaged Goods. Journal of Marketing, 2008, 72, 114-132.	7.0	351

#	ARTICLE	IF	CITATIONS
19	Why Some Acquisitions Do Better Than Others: Product Capital as a Driver of Long-Term Stock Returns. <i>Journal of Marketing Research</i> , 2007, 44, 57-72.	3.0	73
20	New Product Preannouncements and Shareholder Value: Don't Make Promises you Can't Keep. <i>Journal of Marketing Research</i> , 2007, 44, 468-489.	3.0	198
21	Sources and Financial Consequences of Radical Innovation: Insights from Pharmaceuticals. <i>Journal of Marketing</i> , 2003, 67, 82-102.	7.0	479