

Anjala S Krishen

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4669372/publications.pdf>

Version: 2024-02-01

86
papers

2,428
citations

346980

22
h-index

274796

44
g-index

87
all docs

87
docs citations

87
times ranked

1703
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|------|-----------|
| 1 | Back to the Basics: Handwritten Journaling, Student Engagement, and Bloom's Learning Outcomes. <i>Journal of Marketing Education</i> , 2023, 45, 5-17. | 1.6 | 3 |
| 2 | Signaling green! firm ESG signals in an interconnected environment that promote brand valuation. <i>Journal of Business Research</i> , 2022, 138, 1-11. | 5.8 | 69 |
| 3 | Fear of missing out in the digital age: The role of social media satisfaction and advertising engagement. <i>Psychology and Marketing</i> , 2022, 39, 683-693. | 4.6 | 22 |
| 4 | The Role of Faraway Fans In Sporting Event Sponsorship. <i>Journal of Advertising Research</i> , 2022, 62, 49-61. | 1.0 | 3 |
| 5 | AI-based innovation in B2B marketing: An interdisciplinary framework incorporating academic and practitioner perspectives. <i>Industrial Marketing Management</i> , 2022, 103, 61-72. | 3.7 | 22 |
| 6 | Passive and active peer effects in the spatial diffusion of residential solar panels: A case study of the Las Vegas Valley. <i>Journal of Cleaner Production</i> , 2022, 363, 132634. | 4.6 | 12 |
| 7 | Setting the future of digital and social media marketing research: Perspectives and research propositions. <i>International Journal of Information Management</i> , 2021, 59, 102168. | 10.5 | 637 |
| 8 | The danger of flavor: E-cigarettes, social media, and the interplay of generations. <i>Journal of Business Research</i> , 2021, 132, 884-896. | 5.8 | 4 |
| 9 | The digital self and virtual satisfaction: A cross-cultural perspective. <i>Journal of Business Research</i> , 2021, 124, 254-263. | 5.8 | 11 |
| 10 | Interdisciplinary research as methodologically and substantively creative. <i>Journal of Marketing Analytics</i> , 2021, 9, 1-2. | 2.2 | 2 |
| 11 | A tribute to our heroes and thoughts about collaborative relationships. <i>Journal of Marketing Analytics</i> , 2021, 9, 81-82. | 2.2 | 0 |
| 12 | Untapped Knowledge about Water Reuse: the Roles of Direct and Indirect Educational Messaging. <i>Water Resources Management</i> , 2021, 35, 2601-2615. | 1.9 | 6 |
| 13 | A broad overview of interactive digital marketing: A bibliometric network analysis. <i>Journal of Business Research</i> , 2021, 131, 183-195. | 5.8 | 94 |
| 14 | Focusing on the quality and performance implications of marketing analytics. <i>Journal of Marketing Analytics</i> , 2021, 9, 155-156. | 2.2 | 7 |
| 15 | #MeToo, #MeThree, #MeFour: Twitter as community building across academic and corporate institutions. <i>Psychology and Marketing</i> , 2021, 38, 455-469. | 4.6 | 13 |
| 16 | The "Elephant in the Room": interrogating the sample demographics. <i>Journal of Marketing Analytics</i> , 2021, 9, 263. | 2.2 | 2 |
| 17 | Preventing shoplifting: Exploring online comments to propose a model. <i>Psychology and Marketing</i> , 2020, 37, 141-153. | 4.6 | 12 |
| 18 | Exploring loneliness and social networking: Recipes for hedonic well-being on Facebook. <i>Journal of Business Research</i> , 2020, 115, 258-265. | 5.8 | 34 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 19 | The Story Only Few Can Tell: Exploring the Disproportionately Gendered Professoriate in Business Schools. <i>Journal of Marketing Education</i> , 2020, 42, 7-22. | 1.6 | 16 |
| 20 | The dilemma of social media algorithms and analytics. <i>Journal of Marketing Analytics</i> , 2020, 8, 187-188. | 2.2 | 14 |
| 21 | The internet of everything: implications of marketing analytics from a consumer policy perspective. <i>Journal of Consumer Marketing</i> , 2020, 37, 675-686. | 1.2 | 19 |
| 22 | Harnessing the waiting experience: anticipation, expectations and WOM. <i>Journal of Services Marketing</i> , 2020, 34, 1013-1024. | 1.7 | 8 |
| 23 | Whatâ€™s in a number? The interesting challenge of knowledge diffusion. <i>Journal of Marketing Analytics</i> , 2020, 8, 1-2. | 2.2 | 2 |
| 24 | The importance of high-quality data and analytics during the pandemic. <i>Journal of Marketing Analytics</i> , 2020, 8, 43-44. | 2.2 | 7 |
| 25 | Exploring online comments from a strategic marketing stance to reduce wildlife crime. <i>Psychology and Marketing</i> , 2020, 37, 1771-1780. | 4.6 | 10 |
| 26 | The state of marketing analytics in research and practice. <i>Journal of Marketing Analytics</i> , 2019, 7, 152-181. | 2.2 | 59 |
| 27 | Strength in diversity: methods and analytics. <i>Journal of Marketing Analytics</i> , 2019, 7, 203-204. | 2.2 | 7 |
| 28 | Software and data in analytics: lending theory to practice. <i>Journal of Marketing Analytics</i> , 2019, 7, 125-126. | 2.2 | 1 |
| 29 | Data-driven decision making: implementing analytics to transform academic culture. <i>Journal of Marketing Analytics</i> , 2019, 7, 51-53. | 2.2 | 7 |
| 30 | Social media networking satisfaction in the US and Vietnam: Content versus connection. <i>Journal of Business Research</i> , 2019, 101, 93-103. | 5.8 | 27 |
| 31 | Feelings and functionality in social networking communities: A regulatory focus perspective. <i>Psychology and Marketing</i> , 2019, 36, 675-686. | 4.6 | 23 |
| 32 | When is enough, enough? Investigating product reviews and information overload from a consumer empowerment perspective. <i>Journal of Business Research</i> , 2019, 100, 27-37. | 5.8 | 107 |
| 33 | Social networking from a social capital perspective: a cross-cultural analysis. <i>European Journal of Marketing</i> , 2019, 53, 1234-1253. | 1.7 | 18 |
| 34 | Will they pitch or will they switch? Comparing Chinese and American consumers. <i>Psychology and Marketing</i> , 2018, 35, 210-219. | 4.6 | 12 |
| 35 | Analytics from our scholarly closets: the connections between data, information, and knowledge. <i>Journal of Marketing Analytics</i> , 2018, 6, 1-5. | 2.2 | 3 |
| 36 | The pursuit of virtual happiness: Exploring the social media experience across generations. <i>Journal of Business Research</i> , 2018, 89, 455-461. | 5.8 | 58 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 37 | Marketing analytics: delineating the field while welcoming crossover. <i>Journal of Marketing Analytics</i> , 2018, 6, 117-119. | 2.2 | 6 |
| 38 | Novel retail technologies and marketing analytics. <i>Journal of Marketing Analytics</i> , 2018, 6, 69-71. | 2.2 | 3 |
| 39 | Do members want the bells and whistles? Understanding the effect of direct and partner benefits in hotel loyalty programs. <i>Journal of Travel and Tourism Marketing</i> , 2018, 35, 1058-1070. | 3.1 | 11 |
| 40 | Analyzing the analytics: data privacy concerns. <i>Journal of Marketing Analytics</i> , 2018, 6, 41-43. | 2.2 | 20 |
| 41 | Understanding the power of hope and empathy in healthcare marketing. <i>Journal of Consumer Marketing</i> , 2017, 34, 85-95. | 1.2 | 47 |
| 42 | The world of analytics: interdisciplinary, inclusive, insightful, and influential. <i>Journal of Marketing Analytics</i> , 2017, 5, 1-4. | 2.2 | 13 |
| 43 | A power-responsibility equilibrium framework for fairness: Understanding consumers' implicit privacy concerns for location-based services. <i>Journal of Business Research</i> , 2017, 73, 20-29. | 5.8 | 47 |
| 44 | Marketing analytics: from practice to academia. <i>Journal of Marketing Analytics</i> , 2017, 5, 45-46. | 2.2 | 20 |
| 45 | Declining transportation funding and need for analytical solutions: dynamics and control of VMT tax. <i>Journal of Marketing Analytics</i> , 2017, 5, 131-140. | 2.2 | 3 |
| 46 | Fuzzy logic programming based knowledge analysis for qualitative comparative analysis. <i>Quality and Quantity</i> , 2017, 51, 2101-2113. | 2.0 | 2 |
| 47 | Is having accurate knowledge necessary for implementing safe practices?. <i>European Journal of Marketing</i> , 2016, 50, 1073-1093. | 1.7 | 24 |
| 48 | Understanding Chinese tourists' food consumption in the United States. <i>Journal of Business Research</i> , 2016, 69, 4706-4713. | 5.8 | 61 |
| 49 | The generation of virtual needs: Recipes for satisfaction in social media networking. <i>Journal of Business Research</i> , 2016, 69, 5248-5254. | 5.8 | 78 |
| 50 | Do consumers dig it all? The interplay of digital and print formats in media. <i>Journal of Consumer Marketing</i> , 2016, 33, 489-497. | 1.2 | 4 |
| 51 | Framing the value and valuing the frame? Algorithms for child safety seat use. <i>Journal of Business Research</i> , 2016, 69, 1503-1509. | 5.8 | 9 |
| 52 | Identifying With the Brand Placed in Music Videos Makes Me Like the Brand. <i>Journal of Current Issues and Research in Advertising</i> , 2016, 37, 45-58. | 2.8 | 25 |
| 53 | Whatâ€™s in a Word? Building Program Loyalty through Social Media Communication. <i>Cornell Hospitality Quarterly</i> , 2016, 57, 138-149. | 2.2 | 34 |
| 54 | Easy to please or hard to impress: Elucidating consumers' innate satisfaction. <i>Journal of Business Research</i> , 2016, 69, 1914-1918. | 5.8 | 9 |

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 55 | Safety Culture from an Interdisciplinary Perspective: Conceptualizing a Hierarchical Feedback-based Transportation Framework. <i>Transportation Journal</i> , 2015, 54, 516-534. | 0.3 | 4 |
| 56 | So Close Yet So Far Away: The Moderating Effect of Regulatory Focus Orientation on Health Behavioral Intentions. <i>Psychology and Marketing</i> , 2015, 32, 522-531. | 4.6 | 23 |
| 57 | Encouraging Creativity in the Social Work Classroom: Insights from a Qualitative Exploration. <i>Social Work Education</i> , 2015, 34, 341-354. | 0.8 | 15 |
| 58 | Loyalty Runs Deeper than Thread Count: An Exploratory Study of Gay Guest Preferences and Hotelier Perceptions. <i>Journal of Travel and Tourism Marketing</i> , 2015, 32, 1034-1050. | 3.1 | 25 |
| 59 | Fear advertisements: influencing consumers to make better health decisions. <i>International Journal of Advertising</i> , 2015, 34, 533-548. | 4.2 | 34 |
| 60 | From Liking to Loyalty. <i>Data Base for Advances in Information Systems</i> , 2015, 46, 30-42. | 1.1 | 7 |
| 61 | The Role of Ownership in Managing Interfirm Opportunism: A Dyadic Study. <i>Journal of Marketing Channels</i> , 2014, 21, 31-42. | 0.4 | 18 |
| 62 | Asian Females in an Advertising Context: Exploring Skin Tone Tension. <i>Journal of Current Issues and Research in Advertising</i> , 2014, 35, 71-85. | 2.8 | 13 |
| 63 | Organizational processes for B2B services IMC data quality. <i>Journal of Business and Industrial Marketing</i> , 2014, 29, 63-74. | 1.8 | 18 |
| 64 | Interpretation of Public Feedback to Transportation Policy:. <i>Transportation Journal</i> , 2014, 53, 26-43. | 0.3 | 12 |
| 65 | Understanding the Components of Information Privacy Threats for Location-Based Services. <i>Journal of Information Systems</i> , 2014, 28, 227-242. | 0.5 | 39 |
| 66 | Exploring the Use of Virtual World Technology for Idea-Generation Tasks. <i>International Journal of E-Collaboration</i> , 2014, 10, 44-62. | 0.4 | 5 |
| 67 | A hierarchical IMC data integration and measurement framework and its impact on CRM system quality and customer performance. <i>Journal of Marketing Analytics</i> , 2013, 1, 32-48. | 2.2 | 14 |
| 68 | A combinatorial optimization based sample identification method for group comparisons. <i>Journal of Business Research</i> , 2013, 66, 1267-1271. | 5.8 | 10 |
| 69 | Catch It If You Can. <i>Journal of Marketing Education</i> , 2013, 35, 220-230. | 1.6 | 21 |
| 70 | Virtual World Entrepreneurship. , 2013, , . | | 0 |
| 71 | Virtual World Experiential Promotion. <i>Journal of Current Issues and Research in Advertising</i> , 2013, 34, 263-281. | 2.8 | 12 |
| 72 | First impressions count: exploring the importance of website categorisation. <i>International Journal of Computer Applications in Technology</i> , 2013, 47, 32. | 0.3 | 1 |

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 73 | Building the foundation for customer data quality in CRM systems for financial services firms. <i>Journal of Database Marketing and Customer Strategy Management</i> , 2012, 19, 5-16. | 0.6 | 20 |
| 74 | Do opposites attract? Understanding opposition in promotion. <i>Journal of Business Research</i> , 2012, 65, 1144-1151. | 5.8 | 13 |
| 75 | When Kiosk Retailing Intimidates Shoppers. <i>Journal of Advertising Research</i> , 2012, 52, 346-363. | 1.0 | 10 |
| 76 | Modeling regret effects on consumer post-purchase decisions. <i>European Journal of Marketing</i> , 2011, 45, 1068-1090. | 1.7 | 79 |
| 77 | A feedback control approach to maintain consumer information load in online shopping environments. <i>Information and Management</i> , 2011, 48, 344-352. | 3.6 | 26 |
| 78 | Exploring social motivations for brand loyalty: Conformity versus escapism. <i>Journal of Brand Management</i> , 2011, 18, 457-472. | 2.0 | 38 |
| 79 | Retail kiosks: how regret and variety influence consumption. <i>International Journal of Retail and Distribution Management</i> , 2010, 38, 173-189. | 2.7 | 19 |
| 80 | Quality of College Life (QCL) of Students: Further Validation of a Measure of Well-being. <i>Social Indicators Research</i> , 2010, 99, 375-390. | 1.4 | 39 |
| 81 | This Event is Me!. <i>Journal of Advertising Research</i> , 2009, 49, 271-284. | 1.0 | 49 |
| 82 | Application of optimal control theory in marketing: What is the optimal number of choices on a shopping website?. <i>International Journal of Computer Applications in Technology</i> , 2009, 34, 207. | 0.3 | 5 |
| 83 | Improving consumer quality-efficiency by using simple adaptive feedback in a choice setting. <i>International Journal of Computer Applications in Technology</i> , 2009, 34, 155. | 0.3 | 7 |
| 84 | Web site success metrics. <i>Communications of the ACM</i> , 2006, 49, 114-116. | 3.3 | 78 |
| 85 | Where There's a Will, There's a Way: Synthesizing Creativity, Contagious Motivation, and Unique Projects Into the Course Experience. <i>Journal of Marketing Education</i> , 0, , 027347532110068. | 1.6 | 3 |
| 86 | Co-creating transformative value in marketing analytics. <i>Journal of Marketing Analytics</i> , 0, , . | 2.2 | 2 |