

Vanitha Swaminathan

List of Publications by Year in descending order

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Version: 2024-02-01

32
papers

6,108
citations

331259

21
h-index

454577

30
g-index

34
all docs

34
docs citations

34
times ranked

4119
citing authors

#	ARTICLE	IF	CITATIONS
1	Marketing Alliances, Firm Networks, and Firm Value Creation. <i>Journal of Marketing</i> , 2009, 73, 52-69.	7.0	1,590
2	The Impact of Brand Extension Introduction on Choice. <i>Journal of Marketing</i> , 2001, 65, 1-15.	7.0	1,024
3	A typology of online shoppers based on shopping motivations. <i>Journal of Business Research</i> , 2004, 57, 748-757.	5.8	713
4	“My” Brand or “Our” Brand: The Effects of Brand Relationship Dimensions and Self-Construal on Brand Evaluations. <i>Journal of Consumer Research</i> , 2007, 34, 248-259.	3.5	420
5	Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns. <i>Journal of Marketing</i> , 2019, 83, 78-96.	7.0	302
6	When Brand Personality Matters: The Moderating Role of Attachment Styles. <i>Journal of Consumer Research</i> , 2009, 35, 985-1002.	3.5	291
7	Factors influencing partner selection in strategic alliances: the moderating role of alliance context. <i>Strategic Management Journal</i> , 2008, 29, 471-494.	4.7	278
8	Browsers or Buyers in Cyberspace? An Investigation of Factors Influencing Electronic Exchange. <i>Journal of Computer-Mediated Communication</i> , 0, 5, 0-0.	1.7	221
9	Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries. <i>Journal of Marketing</i> , 2020, 84, 24-46.	7.0	207
10	Explaining the Endowment Effect through Ownership: The Role of Identity, Gender, and Self-Threat. <i>Journal of Consumer Research</i> , 2013, 39, 1034-1050.	3.5	144
11	The Joint Sales Impact of Frequency Reward and Customer Tier Components of Loyalty Programs. <i>Marketing Science</i> , 2012, 31, 216-235.	2.7	119
12	Exploring the Determinants of Broadway Show Success. <i>Journal of Marketing Research</i> , 1998, 35, 370-383.	3.0	115
13	Value Creation Following Merger and Acquisition Announcements: The Role of Strategic Emphasis Alignment. <i>Journal of Marketing Research</i> , 2008, 45, 33-47.	3.0	97
14	Using Differentiated Brands to Deflect Exclusion and Protect Inclusion: The Moderating Role of Self-Esteem on Attachment to Differentiated Brands. <i>Journal of Consumer Research</i> , 2013, 40, 657-675.	3.5	75
15	Who Is Wary of User Design? The Role of Power-Distance Beliefs in Preference for User-Designed Products. <i>Journal of Marketing</i> , 2019, 83, 91-107.	7.0	73
16	The Impact of Recommendation Agents on Consumer Evaluation and Choice: The Moderating Role of Category Risk, Product Complexity, and Consumer Knowledge. <i>Journal of Consumer Psychology</i> , 2003, 13, 93-101.	3.2	55
17	Exploring the Determinants of Broadway Show Success. <i>Journal of Marketing Research</i> , 1998, 35, 370.	3.0	52
18	Sequential brand extensions and brand choice behavior. <i>Journal of Business Research</i> , 2003, 56, 431-442.	5.8	51

#	ARTICLE	IF	CITATIONS
19	Spillover effects of ingredient branded strategies on brand choice: A field study. <i>Marketing Letters</i> , 2012, 23, 237-251.	1.9	49
20	What Goes around Comes around: The Impact of Marketing Alliances on Firm Risk and the Moderating Role of Network Density. <i>Journal of Marketing</i> , 2015, 79, 63-79.	7.0	46
21	DIMENSIONAL RELATIONSHIPS OF RECALL AND RECOGNITION MEASURES WITH SELECTED COGNITIVE AND AFFECTIVE ASPECTS OF PRINT ADS. <i>Journal of Advertising</i> , 2006, 35, 105-122.	4.1	40
22	How Achieving the Dual Goal of Customer Satisfaction and Efficiency in Mergers Affects a Firm's Long-Term Financial Performance. <i>Journal of Service Research</i> , 2014, 17, 182-194.	7.8	39
23	How, When, and Why Do Attribute-Complementary versus Attribute-Similar Cobrands Affect Brand Evaluations: A Concept Combination Perspective. <i>Journal of Consumer Research</i> , 2015, 42, 45-58.	3.5	24
24	Crossing the cultural divide through bilingual advertising: The moderating role of brand cultural symbolism. <i>International Journal of Research in Marketing</i> , 2015, 32, 354-362.	2.4	18
25	Branding in the digital era: new directions for research on customer-based brand equity. <i>AMS Review</i> , 2016, 6, 33-38.	1.1	17
26	When Products and Brands Trade Hands: A Framework for Acquisition Success. <i>Journal of Marketing Theory and Practice</i> , 2016, 24, 129-146.	2.6	12
27	Brand actions and financial consequences: a review of key findings and directions for future research. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 639-664.	7.2	11
28	Self-construal drives preference for partner and servant brands. <i>Journal of Business Research</i> , 2021, 129, 183-192.	5.8	9
29	The Language of Brands in Social Media: Using Topic Modeling on Social Media Conversations to Drive Brand Strategy. <i>Journal of Interactive Marketing</i> , 2022, 57, 255-277.	4.3	8
30	Do all, or only some personality types engage in spreading negative WOM? An experimental study of negative WOM, big 5 personality traits and brand personality. <i>Journal of Global Scholars of Marketing Science</i> , 2021, 31, 260-272.	1.4	6
31	Spillover Effects of Ingredient Branding Strategies on Brand Choice: A Field Study. <i>SSRN Electronic Journal</i> , 2012, , .	0.4	1
32	Friends and Family: How In-Group-Focused Promotions Can Increase Purchase. <i>Customer Needs and Solutions</i> , 2014, 1, 333-344.	0.5	1