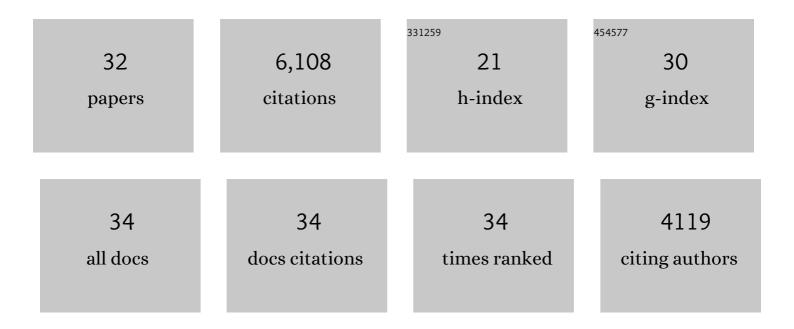
Vanitha Swaminathan

List of Publications by Year in descending order

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VANITHA SWAMINATHAN

#	Article	IF	CITATIONS
1	Marketing Alliances, Firm Networks, and Firm Value Creation. Journal of Marketing, 2009, 73, 52-69.	7.0	1,590
2	The Impact of Brand Extension Introduction on Choice. Journal of Marketing, 2001, 65, 1-15.	7.0	1,024
3	A typology of online shoppers based on shopping motivations. Journal of Business Research, 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. Journal of Consumer Research, 2007, 34, 248-259.	3.5	420
5	Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns. Journal of Marketing, 2019, 83, 78-96.	7.0	302
6	When Brand Personality Matters: The Moderating Role of Attachment Styles. Journal of Consumer Research, 2009, 35, 985-1002.	3.5	291
7	Factors influencing partner selection in strategic alliances: the moderating role of alliance context. Strategic Management Journal, 2008, 29, 471-494.	4.7	278
8	Browsers or Buyers in Cyberspace? An Investigation of Factors Influencing Electronic Exchange. Journal of Computer-Mediated Communication, 0, 5, 0-0.	1.7	221
9	Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries. Journal of Marketing, 2020, 84, 24-46.	7.0	207
10	Explaining the Endowment Effect through Ownership: The Role of Identity, Gender, and Self-Threat. Journal of Consumer Research, 2013, 39, 1034-1050.	3.5	144
11	The Joint Sales Impact of Frequency Reward and Customer Tier Components of Loyalty Programs. Marketing Science, 2012, 31, 216-235.	2.7	119
12	Exploring the Determinants of Broadway Show Success. Journal of Marketing Research, 1998, 35, 370-383.	3.0	115
13	Value Creation Following Merger and Acquisition Announcements: The Role of Strategic Emphasis Alignment. Journal of Marketing Research, 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. Journal of Consumer Research, 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. Journal of Marketing, 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. Journal of Consumer Psychology, 2003, 13, 93-101.	3.2	55
17	Exploring the Determinants of Broadway Show Success. Journal of Marketing Research, 1998, 35, 370.	3.0	52
18	Sequential brand extensions and brand choice behavior. Journal of Business Research, 2003, 56, 431-442.	5.8	51

#	Article	IF	CITATIONS
19	Spillover effects of ingredient branded strategies on brand choice: A field study. Marketing Letters, 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. Journal of Marketing, 2015, 79, 63-79.	7.0	46
21	DIMENSIONAL RELATIONSHIPS OF RECALL AND RECOGNITION MEASURES WITH SELECTED COGNITIVE AND AFFECTIVE ASPECTS OF PRINT ADS. Journal of Advertising, 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. Journal of Service Research, 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. Journal of Consumer Research, 2015, 42, 45-58.	3.5	24
24	Crossing the cultural divide through bilingual advertising: The moderating role of brand cultural symbolism. International Journal of Research in Marketing, 2015, 32, 354-362.	2.4	18
25	Branding in the digital era: new directions for research on customer-based brand equity. AMS Review, 2016, 6, 33-38.	1.1	17
26	When Products and Brands Trade Hands: A Framework for Acquisition Success. Journal of Marketing Theory and Practice, 2016, 24, 129-146.	2.6	12
27	Brand actions and financial consequences: a review of key findings and directions for future research. Journal of the Academy of Marketing Science, 2022, 50, 639-664.	7.2	11
28	Self-construal drives preference for partner and servant brands. Journal of Business Research, 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. Journal of Interactive Marketing, 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. Journal of Global Scholars of Marketing Science, 2021, 31, 260-272.	1.4	6
31	Spillover Effects of Ingredient Branding Strategies on Brand Choice: A Field Study. SSRN Electronic Journal, 2012, , .	0.4	1
32	Friends and Family: How In-Group-Focused Promotions Can Increase Purchase. Customer Needs and Solutions, 2014, 1, 333-344.	0.5	1