

# Vanitha Swaminathan

## List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

32  
papers

4,755  
citations

22  
h-index

34  
g-index

34  
ext. papers

5,349  
ext. citations

6.4  
avg, IF

6.05  
L-index

#	Paper	IF	Citations
32	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	9.8	1
31	Self-construal drives preference for partner and servant brands. <i>Journal of Business Research</i> , 2021, 129, 183-192	8.7	1
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	2.3	2
29	Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries. <i>Journal of Marketing</i> , 2020, 84, 24-46	11	93
28	Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns. <i>Journal of Marketing</i> , 2019, 83, 78-96	11	131
27	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	11	31
26	Branding in the digital era: new directions for research on customer-based brand equity. <i>AMS Review</i> , 2016, 6, 33-38	3	14
25	When Products and Brands Trade Hands: A Framework for Acquisition Success. <i>Journal of Marketing Theory and Practice</i> , 2016, 24, 129-146	2.2	9
24	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	11	31
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	6.3	17
22	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	5.5	12
21	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	6	27
20	Friends and Family: How In-Group-Focused Promotions Can Increase Purchase. <i>Customer Needs and Solutions</i> , 2014, 1, 333-344	0.8	0
19	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	6.3	53
18	Explaining the Endowment Effect through Ownership: The Role of Identity, Gender, and Self-Threat. <i>Journal of Consumer Research</i> , 2013, 39, 1034-1050	6.3	96
17	Spillover effects of ingredient branded strategies on brand choice: A field study. <i>Marketing Letters</i> , 2012, 23, 237-251	2.3	42
16	Spillover Effects of Ingredient Branding Strategies on Brand Choice: A Field Study. <i>SSRN Electronic Journal</i> , 2012,	1	1

15	The Joint Sales Impact of Frequency Reward and Customer Tier Components of Loyalty Programs. <i>Marketing Science</i> , <b>2012</b> , 31, 216-235	3.6	88
14	Marketing Alliances, Firm Networks, and Firm Value Creation. <i>Journal of Marketing</i> , <b>2009</b> , 73, 52-69	11	1395
13	When Brand Personality Matters: The Moderating Role of Attachment Styles. <i>Journal of Consumer Research</i> , <b>2009</b> , 35, 985-1002	6.3	237
12	Value Creation Following Merger and Acquisition Announcements: The Role of Strategic Emphasis Alignment. <i>Journal of Marketing Research</i> , <b>2008</b> , 45, 33-47	5.2	69
11	Factors influencing partner selection in strategic alliances: the moderating role of alliance context. <i>Strategic Management Journal</i> , <b>2008</b> , 29, 471-494	5.2	221
10	MyBrand or OurBrand: The Effects of Brand Relationship Dimensions and Self-Construal on Brand Evaluations. <i>Journal of Consumer Research</i> , <b>2007</b> , 34, 248-259	6.3	338
9	DIMENSIONAL RELATIONSHIPS OF RECALL AND RECOGNITION MEASURES WITH SELECTED COGNITIVE AND AFFECTIVE ASPECTS OF PRINT ADS. <i>Journal of Advertising</i> , <b>2006</b> , 35, 105-122	4.4	30
8	A typology of online shoppers based on shopping motivations. <i>Journal of Business Research</i> , <b>2004</b> , 57, 748-757	8.7	556
7	Sequential brand extensions and brand choice behavior. <i>Journal of Business Research</i> , <b>2003</b> , 56, 431-442	8.7	40
6	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> , <b>2003</b> , 13, 93-101	3.1	43
5	The Impact of Brand Extension Introduction on Choice. <i>Journal of Marketing</i> , <b>2001</b> , 65, 1-15	11	903
4	Exploring the Determinants of Broadway Show Success. <i>Journal of Marketing Research</i> , <b>1998</b> , 35, 370	5.2	43
3	Exploring the Determinants of Broadway Show Success. <i>Journal of Marketing Research</i> , <b>1998</b> , 35, 370-383	3.2	97
2	Browsers or Buyers in Cyberspace? an Investigation of Factors Influencing Electronic Exchange. <i>Journal of Computer-Mediated Communication</i> , 5, 0-0	5.9	134
1	Brand actions and financial consequences: a review of key findings and directions for future research. <i>Journal of the Academy of Marketing Science</i> , 1	12.4	0