

# Sidharth Muralidharan

## List of Publications by Citations

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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.

30  
papers

613  
citations

12  
h-index

24  
g-index

32  
ext. papers

760  
ext. citations

2.8  
avg, IF

4.68  
L-index

#	Paper	IF	Citations
30	Hope for Haiti: An analysis of Facebook and Twitter usage during the earthquake relief efforts. <i>Public Relations Review</i> , <b>2011</b> , 37, 175-177	4.1	164
29	The Gulf Coast oil spill: Extending the theory of image restoration discourse to the realm of social media and beyond petroleum. <i>Public Relations Review</i> , <b>2011</b> , 37, 226-232	4.1	95
28	What triggers young Millennials to purchase eco-friendly products?: the interrelationships among knowledge, perceived consumer effectiveness, and environmental concern. <i>Journal of Marketing Communications</i> , <b>2019</b> , 25, 421-437	2.2	72
27	Understanding the green buying behavior of younger Millennials from India and the United States: A structural equation modeling approach. <i>Journal of International Consumer Marketing</i> , <b>2016</b> , 28, 54-72	2.1	43
26	Personal networks as a precursor to a green future: a study of green consumer socialization among young millennials from India and China. <i>Young Consumers</i> , <b>2016</b> , 17, 226-242	2.4	36
25	A Green Picture is Worth A Thousand Words?: Effects of Visual and Textual Environmental Appeals in Advertising and the Moderating Role of Product Involvement. <i>Journal of Promotion Management</i> , <b>2015</b> , 21, 82-106	2.3	28
24	Max and Bee Message Frames as Inhibitors of Plastic Bag Usage Among Shoppers: A Social Marketing Application of the Theory of Planned Behavior. <i>Social Marketing Quarterly</i> , <b>2016</b> , 22, 200-217	1.8	23
23	The Role of Guilt in Influencing Sustainable Pro-Environmental Behaviors among Shoppers. <i>Journal of Advertising Research</i> , <b>2018</b> , 58, 349-362	2.1	23
22	Studying the impact of religious symbols on domestic violence prevention in India: applying the theory of reasoned action to bystanders' reporting intentions. <i>International Journal of Advertising</i> , <b>2018</b> , 37, 609-632	3.6	16
21	How Culture Influences the "Social" in Social Media: Socializing and Advertising on Smartphones in India and the United States. <i>Cyberpsychology, Behavior, and Social Networking</i> , <b>2015</b> , 18, 356-60	4.4	15
20	Understanding Social Media Peer Communication and Organization Public Relationships: Evidence From China and the United States. <i>Journalism and Mass Communication Quarterly</i> , <b>2017</b> , 94, 81-101	2	14
19	Are we a product of our environment? Assessing culturally congruent Green advertising appeals, novelty, and environmental concern in India and the U.S.A.. <i>Asian Journal of Communication</i> , <b>2017</b> , 27, 396-414	2.5	13
18	How Peer Communication and Engagement Motivations Influence Social Media Shopping Behavior: Evidence from China and the United States. <i>Cyberpsychology, Behavior, and Social Networking</i> , <b>2015</b> , 18, 595-601	4.4	12
17	Following the breadcrumbs: An analysis of online product review characteristics by online shoppers. <i>Journal of Marketing Communications</i> , <b>2017</b> , 23, 113-134	2.2	7
16	Can Divine Intervention Aid in Domestic Violence Prevention? An Analysis of Bystanders' Advertising Attitudes and Reporting Intentions in India. <i>Journal of Promotion Management</i> , <b>2018</b> , 24, 1-24	2.3	7
15	Max and Bee Frames in Green Advertisements: The Influence of Self-Transcendence in Reusable Bag Usage. <i>Journal of Promotion Management</i> , <b>2017</b> , 23, 851-871	2.3	7
14	I owe my life to the kind individual who called the helpline exploring the interplay of self-views and social distance in narrative advertising on domestic violence prevention in India and the United States. <i>International Journal of Advertising</i> , <b>2019</b> , 38, 704-730	3.6	6

13	Influence of TV endorser types on advertising attitudes and purchase intention among Indian rural women: an exploratory study. <i>Asian Journal of Communication</i> , <b>2015</b> , 25, 213-231	2.5	6
12	Religious symbolism in the digital realm: A social advertising approach to motivate bystanders to aid victims of cyberbullying. <i>International Journal of Consumer Studies</i> , <b>2018</b> , 42, 804-812	5.7	5
11	Direct and Mediating Effects of Information Efficacy on Voting Behavior: Political Socialization of Young Adults in the 2012 U.S. Presidential Election. <i>Communication Reports</i> , <b>2016</b> , 29, 100-114	2	5
10	Using Guilt and Shame Appeals from an Eastern Perspective to Promote Bystander Intervention: A Study of Mitigating Domestic Violence in India. <i>Journal of Advertising</i> , <b>2019</b> , 48, 555-568	4.4	4
9	The Role of Empathy and Efficacy In Public Service Announcements. <i>Journal of Advertising Research</i> , <b>2020</b> , 60, 452-466	2.1	4
8	Can Empathy Offset Low Bystander Efficacy? Effectiveness of Domestic Violence Prevention Narratives in India. <i>Health Communication</i> , <b>2020</b> , 35, 1229-1238	3.2	3
7	Religion in Domestic Violence Prevention PSAs: The Role of Religiosity in Motivating Christian Bystanders to Intervene. <i>Journal for the Scientific Study of Religion</i> , <b>2019</b> , 58, 874-890	1.7	2
6	Spoofing: social commentary or effective marketing tool? Testing promotion vs. prevention message frames in college students' fight against obesity. <i>Social Influence</i> , <b>2016</b> , 11, 151-165	0.5	1
5	Introduction to the special issue on marketing communications and sustainability. <i>Journal of Marketing Communications</i> , <b>2022</b> , 28, 227-231	2.2	1
4	Exploring the Differential Effects of Religious and Spiritual Cues in Online Advertising: A Study of U.S. Christians and the Nonreligious during COVID-19. <i>Journal of Advertising</i> , 1-12	4.4	0
3	Exploring the functional distinction between Hindu religiosity and spirituality in direct and indirect domestic violence prevention PSAs: a study of bystander intervention in the era of COVID-19. <i>International Journal of Advertising</i> , 1-22	3.6	
2	The Role Played by Self-Focused Emotional Ad Appeals on Intentions to Call a Domestic Violence Helpline: Exploring Guilt, Hope, and the Independent Self-Construal in an Indian Context. <i>Social Marketing Quarterly</i> , <b>2020</b> , 26, 345-360	1.8	
1	Would Shaming or Instilling Hope in Indian Bystanders Lead to Positive Reporting Intentions? Examining the Impact of Emotional Appeals and Perceived Social Support in Domestic Violence Prevention PSAs. <i>Journal of Nonprofit and Public Sector Marketing</i> , <b>2020</b> , 1-19	1	