

Sidharth Muralidharan

List of Publications by Year in Descending Order

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Version: 2024-04-28

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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	Introduction to the special issue on marketing communications and sustainability. <i>Journal of Marketing Communications</i> , 2022 , 28, 227-231	2.2	1
29	The Role of Empathy and Efficacy In Public Service Announcements. <i>Journal of Advertising Research</i> , 2020 , 60, 452-466	2.1	4
28	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> , 2020 , 26, 345-360	1.8	
27	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> , 2020 , 1-19	1	
26	Can Empathy Offset Low Bystander Efficacy? Effectiveness of Domestic Violence Prevention Narratives in India. <i>Health Communication</i> , 2020 , 35, 1229-1238	3.2	3
25	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> , 2019 , 48, 555-568	4.4	4
24	How 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> , 2019 , 38, 704-730	3.6	6
23	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> , 2019 , 58, 874-890	1.7	2
22	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> , 2019 , 25, 421-437	2.2	72
21	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> , 2018 , 37, 609-632	3.6	16
20	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> , 2018 , 24, 1-24	2.3	7
19	The Role of Guilt in Influencing Sustainable Pro-Environmental Behaviors among Shoppers. <i>Journal of Advertising Research</i> , 2018 , 58, 349-362	2.1	23
18	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> , 2018 , 42, 804-812	5.7	5
17	Following the breadcrumbs: An analysis of online product review characteristics by online shoppers. <i>Journal of Marketing Communications</i> , 2017 , 23, 113-134	2.2	7
16	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> , 2017 , 27, 396-414	2.5	13
15	Max and Bee Frames in Green Advertisements: The Influence of Self-Transcendence in Reusable Bag Usage. <i>Journal of Promotion Management</i> , 2017 , 23, 851-871	2.3	7
14	Understanding Social Media Peer Communication and Organization Public Relationships: Evidence From China and the United States. <i>Journalism and Mass Communication Quarterly</i> , 2017 , 94, 81-101	2	14

13	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> , 2016 , 28, 54-72	2.1	43
12	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> , 2016 , 22, 200-217	1.8	23
11	Spoofing: social commentary or effective marketing tool? Testing promotion vs. prevention message frames in college students' fight against obesity. <i>Social Influence</i> , 2016 , 11, 151-165	0.5	1
10	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> , 2016 , 29, 100-114	2	5
9	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> , 2016 , 17, 226-242	2.4	36
8	Influence of TV endorser types on advertising attitudes and purchase intention among Indian rural women: an exploratory study. <i>Asian Journal of Communication</i> , 2015 , 25, 213-231	2.5	6
7	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> , 2015 , 21, 82-106	2.3	28
6	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> , 2015 , 18, 356-60	4.4	15
5	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> , 2015 , 18, 595-601	4.4	12
4	Hope for Haiti: An analysis of Facebook and Twitter usage during the earthquake relief efforts. <i>Public Relations Review</i> , 2011 , 37, 175-177	4.1	164
3	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> , 2011 , 37, 226-232	4.1	95
2	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
1	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	