

# Marius Johnen

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/782774/publications.pdf>

Version: 2024-02-01

10  
papers

329  
citations

1307594

7  
h-index

1372567

10  
g-index

10  
all docs

10  
docs citations

10  
times ranked

262  
citing authors

#	ARTICLE	IF	CITATIONS
1	When Brands (Donâ€™t) Take My Stance: The Ambiguous Effectiveness of Political Brand Communication. Communication Research, 2022, 49, 1092-1117.	5.9	21
2	Talent or popularity: What drives market value and brand image for human brands?. Journal of Business Research, 2021, 124, 748-758.	10.2	40
3	Canâ€™t help falling in love? How brand luxury generates positive consumer affect in social media. Journal of Business Research, 2020, 120, 330-342.	10.2	39
4	Changing consumersâ€™ minds at the point of sale: price discounts vs. in-store advertising. Marketing Letters, 2020, 31, 49-71.	2.9	7
5	When pushing back is good: the effectiveness of brand responses to social media complaints. Journal of the Academy of Marketing Science, 2019, 47, 858-878.	11.2	51
6	The digital outcry: What incites participation behavior in an online firestorm?. New Media and Society, 2018, 20, 3140-3160.	5.0	63
7	The impact of different fit dimensions on spillover effects in brand alliances. Journal of Business Economics, 2017, 87, 899-925.	1.9	5
8	Community Members' Perception of Brand Community Character: Construction and Validation of a New Scale. Journal of Interactive Marketing, 2016, 36, 107-120.	6.2	15
9	Each can help or hurt: Negative and positive word of mouth in social network brand communities. International Journal of Research in Marketing, 2016, 33, 42-58.	4.2	83
10	Wenn der Fernseher nicht mehr ausreicht: Eine empirische Analyse der Second Screen-Nutzung When watching television becomes insufficient: An empirical analysis of second screen usage. Studies in Communication and Media, 2015, 4, 364-405.	0.6	5