

Rishika Rishika

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7998969/publications.pdf>

Version: 2024-02-01

8
papers

1,297
citations

1307594

7
h-index

1588992

8
g-index

8
all docs

8
docs citations

8
times ranked

1014
citing authors

#	ARTICLE	IF	CITATIONS
1	Really Rewarding Rewards: Strategic Licensing in Long-Term Healthy Food Consumption. <i>Journal of Consumer Research</i> , 2022, 49, 268-287.	5.1	4
2	Brand-generated social media content and its differential impact on loyalty program members. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 1071-1090.	11.2	10
3	Competitive Effects of Front-of-Package Nutrition Labeling Adoption on Nutritional Quality: Evidence from Facts Up Front® Style Labels. <i>Journal of Marketing</i> , 2020, 84, 3-21.	11.3	31
4	The Effects of Asymmetric Social Ties, Structural Embeddedness, and Tie Strength on Online Content Contribution Behavior. <i>Management Science</i> , 2019, 65, 3398-3422.	4.1	43
5	The Effect of a Data Breach Announcement on Customer Behavior: Evidence from a Multichannel Retailer. <i>Journal of Marketing</i> , 2018, 82, 85-105.	11.3	122
6	Social Dollars in Online Communities: The Effect of Product, User, and Network Characteristics. <i>Journal of Marketing</i> , 2018, 82, 93-114.	11.3	84
7	From Social to Sale: The Effects of Firm-Generated Content in Social Media on Customer Behavior. <i>Journal of Marketing</i> , 2016, 80, 7-25.	11.3	609
8	The Effect of Customers' Social Media Participation on Customer Visit Frequency and Profitability: An Empirical Investigation. <i>Information Systems Research</i> , 2013, 24, 108-127.	3.7	394