

John Peloza

List of Publications by Year in descending order

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33
papers

4,486
citations

331259

21
h-index

395343

33
g-index

33
all docs

33
docs citations

33
times ranked

3310
citing authors

#	ARTICLE	IF	CITATIONS
1	How can corporate social responsibility activities create value for stakeholders? A systematic review. <i>Journal of the Academy of Marketing Science</i> , 2011, 39, 117-135.	7.2	733
2	The Challenge of Measuring Financial Impacts From Investments in Corporate Social Performance. <i>Journal of Management</i> , 2009, 35, 1518-1541.	6.3	497
3	Using Corporate Social Responsibility as Insurance for Financial Performance. <i>California Management Review</i> , 2006, 48, 52-72.	3.4	415
4	Self-Benefit versus Other-Benefit Marketing Appeals: Their Effectiveness in Generating Charitable Support. <i>Journal of Marketing</i> , 2009, 73, 109-124.	7.0	392
5	Good and Guilt-Free: The Role of Self-Accountability in Influencing Preferences for Products with Ethical Attributes. <i>Journal of Marketing</i> , 2013, 77, 104-119.	7.0	308
6	How does corporate social responsibility create value for consumers?. <i>Journal of Consumer Marketing</i> , 2011, 28, 48-56.	1.2	271
7	The Nature of Slacktivism: How the Social Observability of an Initial Act of Token Support Affects Subsequent Prosocial Action. <i>Journal of Consumer Research</i> , 2014, 40, 1149-1166.	3.5	266
8	Intra-organizational Volunteerism: Good Soldiers, Good Deeds and Good Politics. <i>Journal of Business Ethics</i> , 2006, 64, 357-379.	3.7	178
9	The Missing Link between Corporate Social Responsibility and Financial Performance: Stakeholder Salience and Identification. <i>Corporate Reputation Review</i> , 2008, 11, 169-181.	1.1	170
10	Finding the Right Shade of Green: The Effect of Advertising Appeal Type on Environmentally Friendly Consumption. <i>Journal of Advertising</i> , 2014, 43, 128-141.	4.1	156
11	Running Just to Stand Still? Managing CSR Reputation in an Era of Ratcheting Expectations. <i>Corporate Reputation Review</i> , 2008, 11, 56-72.	1.1	143
12	The Price Elasticities of Charitable Contributions: A Meta-Analysis. <i>Journal of Public Policy and Marketing</i> , 2005, 24, 260-272.	2.2	129
13	Sustainability: How Stakeholder Perceptions Differ from Corporate Reality. <i>California Management Review</i> , 2012, 55, 74-97.	3.4	123
14	The Role of Collaboration in Achieving Corporate Social Responsibility Objectives. <i>California Management Review</i> , 2009, 51, 95-113.	3.4	110
15	The Marketing of Employee Volunteerism. <i>Journal of Business Ethics</i> , 2009, 85, 371-386.	3.7	104
16	Beyond Warm Glow: The Risk-Mitigating Effect of Corporate Social Responsibility (CSR). <i>Journal of Business Ethics</i> , 2021, 171, 317-336.	3.7	72
17	When Companies Do Good, Are Their Products Good for You? How Corporate Social Responsibility Creates a Health Halo. <i>Journal of Public Policy and Marketing</i> , 2015, 34, 19-31.	2.2	70
18	A Typology of Charity Support Behaviors: Toward a Holistic View of Helping. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2007, 17, 135-151.	0.9	57

#	ARTICLE	IF	CITATIONS
19	Meet the Parents: A Parentsâ€™ Perspective on Product Placement in Childrenâ€™s Films. <i>Journal of Business Ethics</i> , 2008, 80, 289-304.	3.7	55
20	Building the Charity Brand Community. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2009, 21, 24-55.	0.9	38
21	How did the Recession Change the Communication of Corporate Social Responsibility Activities?. <i>Long Range Planning</i> , 2015, 48, 108-122.	2.9	25
22	How online trust evolves over time: The role of social perception. <i>Psychology and Marketing</i> , 2020, 37, 1539-1553.	4.6	25
23	The Role of Corporate Social Responsibility in Consumer Evaluation of Nutrition Information Disclosure by Retail Restaurants. <i>Journal of Business Ethics</i> , 2015, 130, 313-326.	3.7	24
24	Can â€œRealâ€•Men Consume Ethically? How Ethical Consumption Leads to Unintended Observer Inference. <i>Journal of Business Ethics</i> , 2016, 139, 129-145.	3.7	23
25	How Deviations from Performance Norms Impact Charitable Donations. <i>Journal of Marketing Research</i> , 2018, 55, 277-290.	3.0	21
26	Giving the Gift of Goodness: An Exploration of Socially Responsible Gift-Giving. <i>Journal of Business Ethics</i> , 2016, 134, 29-44.	3.7	17
27	Best in Class or Simply the Best? The Impact of Absolute versus Relative Ecolabeling Approaches. <i>Journal of Public Policy and Marketing</i> , 2018, 37, 5-22.	2.2	15
28	Social impact as a measure of fit between firm activities and stakeholder expectations. <i>International Journal of Business Governance and Ethics</i> , 2008, 4, 3.	0.2	13
29	Someone to watch over me: The integration of privacy and corporate social responsibility. <i>Business Horizons</i> , 2015, 58, 635-642.	3.4	13
30	Make versus Buy Philanthropy: Managing Firm-Cause Relationships for Strategic and Social Benefit. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2008, 19, 69-90.	0.9	8
31	The influence of retailer size on consumer responses to social responsibility initiatives. <i>Journal of Consumer Behaviour</i> , 2018, 17, 439-446.	2.6	7
32	Does Vice Make Nice? The Viability and Virtuousness of Charity Lotteries. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2007, 18, 57-80.	0.9	4
33	C2B: Motivating Consumer-to-Business Transactions through Environmental Appeals. <i>Journal of the Association for Consumer Research</i> , 2020, 5, 56-69.	1.0	4