

# Rajeev Batra

## List of Publications by Year in Descending Order

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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.

46  
papers

9,481  
citations

30  
h-index

49  
g-index

49  
ext. papers

10,595  
ext. citations

5  
avg, IF

6.33  
L-index

#	Paper	IF	Citations
46	Consumption attitudes and behaviors in Asia: a discovery-oriented fresh look. <i>Asia Pacific Journal of Marketing and Logistics</i> , <b>2021</b> , ahead-of-print,	3.2	1
45	Uncertainty Evokes Consumers' Preference for Brands Incongruent with their Global/Local Citizenship Identity. <i>Journal of Marketing Research</i> , <b>2021</b> , 58, 400-415	5.2	10
44	Brand Coolness. <i>Journal of Marketing</i> , <b>2019</b> , 83, 36-56	11	57
43	Creating Brand Meaning: A Review and Research Agenda. <i>Journal of Consumer Psychology</i> , <b>2019</b> , 29, 535-546	5.46	21
42	Comment on Consumer cultural identity/global citizenship and reactance. <i>International Marketing Review</i> , <b>2019</b> , 36, 628-632	4.4	
41	Pride of Ownership: An Identity-Based Model. <i>Journal of the Association for Consumer Research</i> , <b>2018</b> , 3, 216-228	1.7	13
40	Positioning Multicountry Brands: The Impact of Variation in Cultural Values and Competitive Set. <i>Journal of Marketing Research</i> , <b>2017</b> , 54, 914-931	5.2	12
39	Product Touch and Consumers' Online and Offline Buying: The Role of Mental Representation. <i>Journal of Retailing</i> , <b>2017</b> , 93, 369-381	6.5	45
38	Brand love: development and validation of a practical scale. <i>Marketing Letters</i> , <b>2017</b> , 28, 1-14	2.3	115
37	Regulatory goals in a globalized world. <i>Journal of Consumer Psychology</i> , <b>2017</b> , 27, 270-277	3.1	15
36	Integrating Marketing Communications: New Findings, New Lessons, and New Ideas. <i>Journal of Marketing</i> , <b>2016</b> , 80, 122-145	11	211
35	The moderating role of dialecticism in consumer responses to product information. <i>Journal of Consumer Psychology</i> , <b>2016</b> , 26, 381-394	3.1	24
34	An Extended Model of Preference Formation between Global and Local Brands: The Roles of Identity Expressiveness, Trust, and Affect. <i>Journal of International Marketing</i> , <b>2015</b> , 23, 50-71	3.9	114
33	Psychometric vs. C-OAR-SE measures of brand love: A reply to Rossiter. <i>Marketing Letters</i> , <b>2014</b> , 25, 235-243	2.43	33
32	A global brand management roadmap. <i>International Journal of Research in Marketing</i> , <b>2012</b> , 29, 1-4	5.5	32
31	Brand Love. <i>Journal of Marketing</i> , <b>2012</b> , 76, 1-16	11	829
30	Brand Extension Strategy Planning: Empirical Estimation of Brand/Category Personality Fit and Atypicality. <i>Journal of Marketing Research</i> , <b>2010</b> , 47, 335-347	5.2	95

29	Consumer attitudes toward marketplace globalization: Structure, antecedents and consequences. <i>International Journal of Research in Marketing</i> , <b>2006</b> , 23, 227-239	5.5	318
28	When Corporate Image Affects Product Evaluations: The Moderating Role of Perceived Risk. <i>Journal of Marketing Research</i> , <b>2004</b> , 41, 197-205	5.2	255
27	The Situational Impact of Brand Image Beliefs. <i>Journal of Consumer Psychology</i> , <b>2004</b> , 14, 318-330	3.1	168
26	Economic versus Personal Future-Oriented Attitudes as Consumer Shopping Indicators. <i>Journal of Euromarketing</i> , <b>2003</b> , 12, 35-54		4
25	How perceived brand globalness creates brand value. <i>Journal of International Business Studies</i> , <b>2003</b> , 34, 53-65	8.5	663
24	Values, Susceptibility to Normative Influence, and Attribute Importance Weights: A Nomological Analysis. <i>Journal of Consumer Psychology</i> , <b>2001</b> , 11, 115-128	3.1	95
23	Consumer-level factors moderating the success of private label brands. <i>Journal of Retailing</i> , <b>2000</b> , 76, 175-191	6.5	366
22	Effects of Brand Local and Nonlocal Origin on Consumer Attitudes in Developing Countries. <i>Journal of Consumer Psychology</i> , <b>2000</b> , 9, 83-95	3.1	663
21	Effects of Brand Local and Nonlocal Origin on Consumer Attitudes in Developing Countries. <i>Journal of Consumer Psychology</i> , <b>2000</b> , 9, 83-95	3.1	4
20	Brand Positioning through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture. <i>Journal of Marketing</i> , <b>1999</b> , 63, 75-87	11	588
19	Brand Positioning Through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture. <i>Journal of Marketing</i> , <b>1999</b> , 63, 75	11	338
18	The effect of consumer price consciousness on private label purchase. <i>International Journal of Research in Marketing</i> , <b>1999</b> , 16, 237-251	5.5	208
17	Modeling the Response Pattern to Direct Marketing Campaigns. <i>Journal of Marketing Research</i> , <b>1995</b> , 32, 204	5.2	18
16	Increasing Cognitive Response Sensitivity. <i>Journal of Advertising</i> , <b>1994</b> , 23, 65-75	4.4	12
15	Attitudinal effects of ad-evoked moods and emotions: The moderating role of motivation. <i>Psychology and Marketing</i> , <b>1994</b> , 11, 199-215	3.9	56
14	Social Values, Conformity, and Dress. <i>Journal of Applied Social Psychology</i> , <b>1994</b> , 24, 1501-1519	2.1	40
13	Attitudinal Effects of Character-Based Versus Competence-Based Negative Political Communications. <i>Journal of Consumer Psychology</i> , <b>1994</b> , 3, 163-185	3.1	2
12	Cynicism and Conformity as Correlates of Trust in Product Information Sources. <i>Journal of Current Issues and Research in Advertising</i> , <b>1993</b> , 15, 71-79	1.5	26

11	Measuring the hedonic and utilitarian sources of consumer attitudes. <i>Marketing Letters</i> , <b>1991</b> , 2, 159-170.	2.3	1112
10	Consumer Responses to Advertising: The Effects of Ad Content, Emotions, and Attitude toward the Ad on Viewing Time. <i>Journal of Consumer Research</i> , <b>1991</b> , 17, 440	6.3	358
9	Encoding and Retrieval of Ad Affect in Memory. <i>Journal of Marketing Research</i> , <b>1991</b> , 28, 232	5.2	55
8	Encoding and Retrieval of Ad Affect in Memory. <i>Journal of Marketing Research</i> , <b>1991</b> , 28, 232-239	5.2	71
7	Developing a typology of affective responses to advertising. <i>Psychology and Marketing</i> , <b>1990</b> , 7, 11-25	3.9	92
6	The Role of Mood in Advertising Effectiveness. <i>Journal of Consumer Research</i> , <b>1990</b> , 17, 203	6.3	353
5	Falsifying laboratory results through field tests: A time-series methodology and some results. <i>Journal of Business Research</i> , <b>1988</b> , 16, 281-300	8.7	10
4	ADSPLIT: A Multi-Brand Advertising Budget Allocation Model. <i>Journal of Advertising</i> , <b>1988</b> , 17, 44-51	4.4	16
3	Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising. <i>Journal of Consumer Research</i> , <b>1987</b> , 14, 404	6.3	1013
2	Affective Responses Mediating Acceptance of Advertising. <i>Journal of Consumer Research</i> , <b>1986</b> , 13, 234	6.3	688
1	Situational Effects of Advertising Repetition: The Moderating Influence of Motivation, Ability, and Opportunity to Respond. <i>Journal of Consumer Research</i> , <b>1986</b> , 12, 432	6.3	233