Corporate Sociopolitical Activism and Firm Value

Journal of Marketing 84, 1-21

DOI: 10.1177/0022242920937000

Citation Report

#	Article	IF	CITATIONS
1	When Doing Good, What Good to Do?: Examining Whether and Why Firms Benefit From Their CSR Initiatives. SSRN Electronic Journal, 2018, , .	0.4	0
2	Commentary: Mind Your Text in Marketing Practice. Journal of Marketing, 2020, 84, 26-31.	7.0	11
3	The marketing–finance interface: A new integrative review of metrics, methods, and findings and an agenda for future research. International Journal of Research in Marketing, 2021, 38, 857-876.	2.4	55
4	Charting the Path to Purchase Using Topic Models. Journal of Marketing Research, 2020, 57, 1019-1036.	3.0	23
5	Customer capabilities for solution offerings in business markets. Industrial Marketing Management, 2020, 90, 44-59.	3.7	14
6	For re-institutionalizing the marketing discipline in Era V. AMS Review, 2020, 10, 189-198.	1.1	24
7	Marketing's theoretical and conceptual value proposition: opportunities to address marketing's influence. AMS Review, 2020, 10, 151-167.	1.1	38
8	Challenges and Opportunities for Marketing Scholars in Times of the Fourth Industrial Revolution. Journal of Interactive Marketing, 2020, 51, 1-8.	4.3	46
9	An Examination of a Campaign Hashtag (#OptOutside) with Google Trends and Twitter. Journal of Interactive Advertising, 2020, 20, 165-180.	3.0	2
10	Construal Matching in Online Search: Applying Text Analysis to Illuminate the Consumer Decision Journey. Journal of Marketing Research, 2021, 58, 1101-1119.	3.0	40
11	The Activist Company: Examining a Company's Pursuit of Societal Change Through Corporate Activism Using an Institutional Theoretical Lens. Journal of Public Policy and Marketing, 2020, 39, 461-476.	2.2	67
12	Visualising the Knowledge Domain of Artificial Intelligence in Marketing: A Bibliometric Analysis. IFIP Advances in Information and Communication Technology, 2020, , 43-53.	0.5	6
13	Strategic crisis response through changing message frames: a case of airline corporations. Current Issues in Tourism, 2020, , 1-15.	4.6	16
14	Creativity and publication in marketing. AMS Review, 2020, 10, 65-72.	1.1	5
15	Marketing Excellence: Nature, Measurement, and Investor Valuations. Journal of Marketing, 2020, 84, 1-22.	7.0	50
16	The past, present, and future of innovation research. Marketing Letters, 2020, 31, 187-198.	1.9	7
17	Improving Cancer Outreach Effectiveness Through Targeting and Economic Assessments: Insights from a Randomized Field Experiment. Journal of Marketing, 2020, 84, 1-27.	7.0	37
18	Customer based execution and strategy: Enhancing the relevance & Company: utilization of B2B scholarship in the C-suite. Industrial Marketing Management, 2020, 88, 396-409.	3.7	13

#	Article	IF	CITATIONS
19	Using online comments to explore consumer beliefs regarding organic food in German-speaking countries and the United States. Food Quality and Preference, 2020, 83, 103912.	2.3	30
20	Business-to-Business E-Negotiations and Influence Tactics. Journal of Marketing, 2020, 84, 47-68.	7.0	45
21	The impact of power on destination advertising effectiveness: The moderating role of arousal in advertising. Annals of Tourism Research, 2020, 83, 102926.	3.7	25
22	The effect of privacy choice in cookie notices on consumers' perceived fairness of frequent price changes. Psychology and Marketing, 2020, 37, 1263-1276.	4.6	37
24	A strategic framework for artificial intelligence in marketing. Journal of the Academy of Marketing Science, 2021, 49, 30-50.	7.2	338
25	Marketing in a data-driven digital world: Implications for the role and scope of marketing. Journal of Business Research, 2021, 125, 772-779.	5.8	66
26	Caring for the Commons: Using Psychological Ownership to Enhance Stewardship Behavior for Public Goods. Journal of Marketing, 2021, 85, 33-49.	7.0	97
27	The coevolutionary process of restaurant CSR in the time of mega disruption. International Journal of Hospitality Management, 2021, 92, 102684.	5.3	39
28	Capturing Marketing Information to Fuel Growth. Journal of Marketing, 2021, 85, 163-183.	7.0	50
29	Understanding panic buying during COVID-19: A text analytics approach. Expert Systems With Applications, 2021, 169, 114360.	4.4	43
30	Governance implications of modularity in sourcing relationships. Journal of the Academy of Marketing Science, 2021, 49, 601-625.	7.2	5
31	Distinguishing Constructs from Variables in Designing Research. Journal of Consumer Psychology, 2021, 31, 188-208.	3.2	18
32	Big data precision marketing and consumer behavior analysis based on fuzzy clustering and PCA model. Journal of Intelligent and Fuzzy Systems, 2021, 40, 6529-6539.	0.8	16
33	Consumer Self-Control and the Biological Sciences: Implications for Marketing Stakeholders. Journal of Marketing, 2021, 85, 105-122.	7.0	9
34	They're Just Not That into You: How to Leverage Existing Consumer–Brand Relationships Through Social Psychological Distance. Journal of Marketing, 2021, 85, 92-108.	7.0	32
35	Predicting consumers' choices in the age of the internet, Al, and almost perfect tracking: Some things change, the key challenges do not. Consumer Psychology Review, 2021, 4, 135-152.	3.4	7
36	Developing a strong sustainability research program in marketing. AMS Review, 2021, 11, 96-114.	1.1	4
37	Policyâ€related implementational fluidity in subsistence marketplaces. International Journal of Consumer Studies, 2021, 45, 131-145.	7.2	5

#	ARTICLE	IF	Citations
38	Marketing Agility: The Concept, Antecedents, and a Research Agenda. Journal of Marketing, 2021, 85, 35-58.	7.0	106
39	Reality Check: Infusing Ecological Value into Academic Marketing Research. Journal of Marketing, 2021, 85, 1-13.	7.0	68
40	Authenticating brand activism: Negotiating the boundaries of free speech to make a change. Psychology and Marketing, 2021, 38, 1651-1669.	4.6	40
41	Do Marketers Matter for Entrepreneurs? Evidence from a Field Experiment in Uganda. Journal of Marketing, 2021, 85, 78-96.	7.0	17
42	Better Marketing for a Better World. Journal of Marketing, 2021, 85, 1-9.	7.0	106
43	Sociopolitical activist brands. Journal of Product and Brand Management, 2022, 31, 40-55.	2.6	35
44	La distance psychologique comme outil actionnable par les managers. Recherche Et Applications En Marketing, 2021, 36, 58-82.	0.2	6
45	Incentives Increase Relative Positivity of Review Content and Enjoyment of Review Writing. Journal of Marketing Research, 2021, 58, 539-558.	3.0	24
46	Marketing Ideas: How to Write Research Articles that Readers Understand and Cite. Journal of Marketing, 2021, 85, 42-57.	7.0	33
47	To be or not to be equal: the impact of pride on brands associated with dissociative out-groups. Journal of Product and Brand Management, 2022, 31, 127-148.	2.6	3
48	Writing for Impact in Service Research. Journal of Service Research, 0, , 109467052110247.	7.8	5
49	Communication in the Gig Economy: Buying and Selling in Online Freelance Marketplaces. Journal of Marketing, 2022, 86, 141-161.	7.0	25
50	Psychological distance as a working tool for managers. Recherche Et Applications En Marketing, 0, , 205157072110221.	0.3	1
51	Power and the Tweet: How Viral Messaging Conveys Political Advantage. Journal of Public Policy and Marketing, 2021, 40, 505-520.	2.2	8
52	Patient satisfaction and loyalty to the healthcare organization. International Journal of Pharmaceutical and Healthcare Marketing, 2021, 15, 496-515.	0.7	7
53	A Brand-New Look at You: Predicting Brand Personality in Social Media Networks with Machine Learning. Journal of Interactive Marketing, 2021, 56, 55-69.	4.3	10
54	What can we learn from #StopHateForProfit boycott regarding corporate social irresponsibility and corporate social responsibility?. Journal of Business Research, 2021, 131, 217-226.	5.8	22
55	Treatment Effect Heterogeneity in Randomized Field Experiments: A Methodological Comparison and Public Policy Implications. Journal of Public Policy and Marketing, 2021, 40, 457-462.	2.2	3

#	Article	IF	CITATIONS
56	R2M Index 1.0: Assessing the Practical Relevance of Academic Marketing Articles. Journal of Marketing, 2021, 85, 22-41.	7.0	22
57	A Latent Allocation Model for Brand Awareness and Mindset Metrics. International Journal of Market Research, 2022, 64, 526-540.	2.8	1
58	The Impact of Corporate Social Responsibility on Brand Sales: An Accountability Perspective. Journal of Marketing, 2022, 86, 5-28.	7.0	21
59	Brand activism change agents: strategic storytelling for impact and authenticity. Journal of Strategic Marketing, 2023, 31, 1339-1355.	3.7	22
60	Should businesses take a stand? Effects of perceived psychological distance on consumers' expectation and evaluation of corporate social advocacy. Journal of Marketing Communications, 2022, 28, 840-863.	2.7	12
61	Measuring the Real-Time Stock Market Impact of Firm-Generated Content. Journal of Marketing, 2022, 86, 58-78.	7.0	5
62	Ideological homophily in board composition and interlock networks: Do liberal directors inhibit viewpoint diversity?. Corporate Governance: an International Review, 2022, 30, 272-289.	2.4	4
63	Artificial Intelligence, Marketing, and the History of Technology: Kranzberg's Laws as a Conceptual Lens. Australasian Marketing Journal, 2023, 31, 81-89.	3 . 5	10
64	The "ldea Advantage― How Content Sharing Strategies Impact Engagement in Online Learning Platforms. Journal of Marketing Research, 2022, 59, 61-78.	3.0	16
65	The cultural influences of narrative content on consumers' perceptions of helpfulness. International Journal of Market Research, 0, , 147078532110230.	2.8	1
66	Effects of Issue Ownership, Perceived Fit, and Authenticity in Corporate Social Advocacy on Corporate Reputation. Public Relations Review, 2021, 47, 102071.	1.9	48
67	Firm value impact of corporate activism: Facebook and the stop hate for profit campaign. Journal of Business Research, 2021, 137, 319-326.	5 . 8	16
68	Woke brand activism authenticity or the lack of it. Journal of Business Research, 2022, 139, 1-12.	5.8	57
69	Consumer Response to Corporate Political Statements: Evidence From Geolocation Data. SSRN Electronic Journal, 0, , .	0.4	4
70	Corporate Support for Black Lives Matter: Determinants and Effects on Retail Investors. SSRN Electronic Journal, 0, , .	0.4	1
71	Three Themes for the Future of Brands in a Changing Consumer Marketplace. Journal of Consumer Research, 2021, 48, 517-526.	3.5	5
72	From Text to Thought: How Analyzing Language Can Advance Psychological Science. Perspectives on Psychological Science, 2022, 17, 805-826.	5. 2	40
73	Boycott or Buycott: The Aftermath of Corporate Activism. NIM Marketing Intelligence Review, 2021, 13, 32-37.	0.4	4

#	Article	IF	CITATIONS
74	Responsible Research in Business and Management (RRBM) and the <i>Journal of Public Policy & Samp; Marketing </i> : Connected Through Impact. Journal of Public Policy and Marketing, 2022, 41, 51-53.	2.2	7
75	Perceiving, Coping with, and Changing Economic Inequality in the Marketplace. Journal of Consumer Psychology, 2022, 32, 165-174.	3.2	11
76	Silence has no place: a framing analysis of corporate statements about racial inequity, immigration policy and LGBTQ rights. Corporate Communications, 2022, 27, 404-421.	1.1	3
77	Is the role of purpose at a crossroads? A novel conceptualization and insights from the COVID-19 crisis. Projectics / Proyéctica / Projectique, 2020, n°27, 21-38.	0.0	1
78	CEO Activism and Firm Value. SSRN Electronic Journal, 0, , .	0.4	5
79	Marketing's role in multi-stakeholder engagement. International Journal of Research in Marketing, 2022, 39, 445-461.	2.4	14
80	Integrity of the Corporate Social Responsibility and Management of Financial Services in the Digital Era. , 0, , .		0
81	The effect of corporate political advocacy on brand perception: an event study analysis. Journal of Product and Brand Management, 2022, 31, 780-797.	2.6	12
82	Beyond shareholder value? Why firms voluntarily disclose support for Black Lives Matter. SSRN Electronic Journal, 0, , .	0.4	2
83	Sociopolitical Claims and Corporate Political Activity. SSRN Electronic Journal, 0, , .	0.4	0
84	Religion matters: explicating religion's underexamined role in corporate social advocacy (CSA) conceptualization and research. Journal of Public Relations Research, 2021, 33, 267-283.	1.3	9
85	How Corporate Sociopolitical Activism (Csa) Impacts Portfolio Allocations: An Experiment. SSRN Electronic Journal, 0, , .	0.4	0
86	When Corporate Social Advocacy Meets Controversial Celebrity: The Role of Consumer–Brand Congruence and Consumer-Celebrity Congruence. Sustainability, 2022, 14, 1811.	1.6	4
87	Carrot or Stick? The Effect of Supply-Side Regulations on Opioid Prescription Rates and Overdose Mortality. SSRN Electronic Journal, 0, , .	0.4	0
88	Leaders' influence on collective action: An identity leadership perspective. Leadership Quarterly, 2022, 33, 101609.	3.6	4
89	A law and politics contextualization of corporate activism in Nigeria's 2020 anti-police brutality campaign. SN Social Sciences, 2022, 2, 30.	0.4	0
90	The effect of implementing chatbot customer service on stock returns: an event study analysis. Journal of the Academy of Marketing Science, 2023, 51, 802-822.	7.2	21
91	Toward an Audience-Centric Framework of Corporate Social Advocacy Strategy: An Exploratory Study of Young Consumers from Generation Z. Sustainability, 2022, 14, 4099.	1.6	4

#	Article	IF	CITATIONS
92	Hey, Alexa! What attributes of Skills affect firm value?. Journal of the Academy of Marketing Science, 2022, 50, 1219-1235.	7.2	7
93	A Tale of Two "ldeologies― Differences in Consumer Response to Brand Activism. Journal of the Association for Consumer Research, 2022, 7, 325-339.	1.0	10
94	Consumer responses to brand communications involving COVID-19. Journal of Marketing Management, 2021, 37, 1783-1814.	1.2	8
95	Voice of the stars - exploring the outcomes of online celebrity activism. Journal of Strategic Marketing, 0 , 1 -22.	3.7	6
96	Twitter'da Otantik Marka Aktivizmi Faaliyetlerinin Halkla İlişkiler Perspektifinden Analizi: Ben&Jerry's ve Patagonia Örneği. Türkiye İletişim Araştırmaları Dergisi, 0, , .	0.1	1
97	Opportunities for social activism inÂtransformative service research: aÂresearch agenda. Journal of Service Management, 2022, 33, 634-647.	4.4	4
98	Brand actions and financial consequences: a review of key findings and directions for future research. Journal of the Academy of Marketing Science, 2022, 50, 639-664.	7.2	11
99	Using Natural Language Processing to Identify Effective Influencers. International Journal of Market Research, 2022, 64, 611-629.	2.8	0
100	Corporate lobbying and product recalls: an investigation in the U.S. medical device industry. Journal of the Academy of Marketing Science, 2022, 50, 941-960.	7.2	5
101	Corporate Political Positioning and Sales: Evidence from a Natural Experiment. SSRN Electronic Journal, O, , .	0.4	0
102	The effect of marketing department power on investor responses to announcements of Al-embedded new product innovations. Journal of the Academy of Marketing Science, 2022, 50, 1277-1298.	7.2	2
103	Customer Emotions in Service Robot Encounters: A Hybrid Machine-Human Intelligence Approach. Journal of Service Research, 2022, 25, 614-629.	7.8	32
104	Femvertising practices on social media: a comparison of luxury and non-luxury brands. Journal of Product and Brand Management, 2022, 31, 1285-1300.	2.6	8
105	Detecting Pain Points from User-Generated Social Media Posts Using Machine Learning. Journal of Interactive Marketing, 2022, 57, 517-539.	4.3	10
106	Impact of Global Brand Chief Marketing Officers' Corporate Social Responsibility and Sociopolitical Activism Communication on Twitter. Journal of International Marketing, 2022, 30, 72-82.	2.5	8
107	Stakeholder Response to Firms' Disclosure of Social Stances: Evidence from Voting Reform Laws. SSRN Electronic Journal, 0, , .	0.4	0
108	Linking Corporate Social Responsibility, Brand Activism, and Corporate Reputation. Advances in Knowledge Acquisition, Transfer and Management Book Series, 2022, , 289-311.	0.1	0
109	The impact of voluntary sustainability reporting on firm value: Insights from signaling theory. Journal of the Academy of Marketing Science, 2023, 51, 372-392.	7.2	19

#	Article	IF	CITATIONS
110	A Call for Research at the Public Policy–Marketing Strategy Interface. Journal of Public Policy and Marketing, 2022, 41, 213-215.	2.2	5
111	Marketing as problem solver: in defense of social responsibility. AMS Review, 2022, 12, 44-51.	1.1	8
112	#Activism: Investor Reactions to Corporate Sociopolitical Activism. Business and Society, 2023, 62, 704-744.	4.2	3
113	When sustainability backfires: A review on the unintended negative sideâ€effects of product and service sustainability on consumer behavior. Psychology and Marketing, 2022, 39, 1933-1945.	4.6	21
114	A Processual Model of CEO Activism: Activities, Frames, and Phases. Business and Society, 2023, 62, 646-694.	4.2	7
115	Time to DTR: fan paratextualization about Game of Thrones last season. Revista De Administração Da UFSM, 2022, 15, 311-330.	0.1	2
116	The effects of CEO activism: Partisan consumer behavior and its duration. Strategic Management Journal, 2023, 44, 672-703.	4.7	20
117	Effective messaging strategies to increase brand love for sociopolitical activist brands. Journal of Business Research, 2022, 151, 609-622.	5.8	17
118	Well-Being in a Global World—Future Directions for Research in International Marketing: An Editorial. Journal of International Marketing, 2022, 30, 1-4.	2.5	1
119	The coffee shop dilemma: a case of entrepreneur activism or ethical dissent?. CASE Journal, 2022, 18, 913.	0.1	0
120	CEO Sociopolitical Activism as a Signal of Authentic Leadership to Prospective Employees. Journal of Management, 2023, 49, 2727-2765.	6.3	7
121	Communication during pandemic: who should tweet about COVID and how?. Journal of Strategic Marketing, 2023, 31, 1434-1453.	3.7	5
122	The impact of Corporate Sociopolitical Activism (CSA) on brand attitude. International Journal of Hospitality Management, 2022, 107, 103290.	5.3	5
123	â€~Take a Stand': The Importance of Social Sustainability and Its Effect on Generation Z Consumption of Luxury Fashion Brands. Palgrave Advances in Luxury, 2022, , 219-239.	0.2	3
124	Evolving brand boundaries and expectations: looking back on brand equity, brand loyalty, and brand image research to move forward. Journal of Product and Brand Management, 2023, 32, 191-234.	2.6	23
125	Reaching for rigor and relevance: better marketing research for a better world. Marketing Letters, 2023, 34, 1-12.	1.9	4
126	Differential Response to Corporate Political Advocacy and Corporate Social Responsibility: Implications for Political Polarization and Radicalization. Journal of Public Policy and Marketing, 2023, 42, 74-93.	2.2	10
127	Strategic B2B brand activism: Building conscientious purpose for social impact. Industrial Marketing Management, 2022, 107, 14-28.	3.7	12

#	Article	IF	Citations
128	A key asset in luxury: What matters for brand value creation?. SSRN Electronic Journal, 0, , .	0.4	0
129	From Vision to Reality: Lessons in Creating a Marketplace of Ideas. Journal of Marketing, 2022, 86, 4-12.	7.0	4
130	What did they say? A typology of CEO activism. Society and Business Review, 2022, ahead-of-print, .	1.7	0
131	Blending identity-specific depiction and activism advocacy in Black-centric health advertising on social media: intersectional health communication targeting Black cisgender heterosexual and Black LGBTQ populations. International Journal of Advertising, 0, , 1-37.	4.2	0
132	When brands get real: the role of authenticity and electronic word-of-mouth in shaping consumer response to brands taking a stand. International Journal of Advertising, 2023, 42, 1037-1064.	4.2	6
133	Companies Taking a Stand: The Effect of Corporate Activism on Wall Street. Global Business Review, 0, , 097215092211301.	1.6	3
134	Femvertising Practices in Wellness Tourism: Case of Retreat Centers in the United States. International Journal of Health Management and Tourism, 0, , .	0.7	0
135	The Effect of Mobile Payments on Retailer Firm Value: The Moderating Role of Promotions, Customer Segment, and Rollout Strategy. Journal of Interactive Marketing, 0, , 109499682211348.	4.3	0
136	Branded activism: Navigating the tension between culture and market in social media. Futures, 2023, 145, 103080.	1.4	5
137	National identity and the future of branding the arts. Futures, 2023, 145, 103078.	1.4	3
138	Quantitative Research on Corporate Social Responsibility: A Quest for Relevance and Rigor in a Quickly Evolving, Turbulent World. Journal of Business Ethics, 2023, 187, 1-15.	3.7	13
139	The demands of populism on business and the creation of "corporate political obligations― International Business Review, 2024, 33, 102075.	2.6	3
140	Riding the Wave: How and When Public Issue Salience Impacts Corporate Social Responsibility Advertising, Journal of Advertising, 2024, 53, 148-159.	4.1	1
141	How Disclosure Types of Sustainability Performance Impact Consumers' Relationship Quality and Firm Reputation. Sustainability, 2023, 15, 803.	1.6	7
142	Political and Non-Political Side Activities in an Agency Framework. SSRN Electronic Journal, 0, , .	0.4	0
143	Do employee orientation and societal orientation matter in the customer orientationâ€"Performance link?. Journal of Business Research, 2023, 159, 113722.	5.8	2
144	Extracting marketing information from product reviews: a comparative study of latent semantic analysis and probabilistic latent semantic analysis. Journal of Marketing Analytics, 0, , .	2.2	1
145	Taking a stand: Understanding the use of socially controversial CSR in hospitality recruitment. International Journal of Hospitality Management, 2023, 111, 103488.	5.3	4

#	ARTICLE	IF	CITATIONS
146	Firms' responses to a black swan macro-crisis: Should they be socially responsible or fiscally conservative?. Journal of Business Research, 2023, 161, 113783.	5.8	1
147	Impact of socioeconomic values collaboration on performance in franchising. Journal of Business Research, 2023, 162, 113877.	5.8	0
148	Corporate socio-political activism and retail investors: Evidence from the Black Lives Matter campaign. Journal of Corporate Finance, 2023, 80, 102417.	2.7	3
150	How Corporate Sociopolitical Activism (CSA) impacts portfolio allocations: an experiment. International Journal of Corporate Social Responsibility, 2023, 8, .	2.5	0
151	Social Media Disclosure of Political Ideology and Divided Capital Market. SSRN Electronic Journal, 0, ,	0.4	0
152	The Side Effect of Political Standing: Corporate Activism and Its Impact on Stock Returns. Politics and Governance, 2023, 11 , .	0.8	0
153	From warmth to warrior: impacts of non-profit brand activism on brand bravery, brand hypocrisy and brand equity. Journal of Brand Management, 2024, 31, 193-211.	2.0	3
154	To Trust or Not to Trust: Consumer Perceptions of Corporate Sociopolitical Activism. Business and Professional Communication Quarterly, 0, , 232949062311661.	0.3	2
155	Brand Activism for Sustainable Development Goals: A Comparative Analysis in the Beauty and Personal Care Industry. Sustainability, 2023, 15, 6245.	1.6	0
156	Crowdsourced views on consumer misbehaviour in service encounters: know your rights!. , 2023, , 225-246.		0
157	Peer effects on brand activism: evidence from brand and user chatter on Twitter. Journal of Brand Management, 2024, 31, 153-167.	2.0	3
164	LGBT Brand Activism: A Research Agenda on How to Be Committed to the LGBT Conversation. Springer Proceedings in Business and Economics, 2023, , 19-34.	0.3	0
212	Linking Corporate Social Responsibility, Brand Activism, and Corporate Reputation., 2023, , 1169-1191.		0
215	Measuring the Impact of Social Media Boycotts on Tourist Arrivals: Evidence from the British Museum. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2024, , 189-196.	0.1	0
216	Commentary: On theory, data, and interpreting results in political CSR research: Reflecting on "Do firms put their money where their mouth is? Sociopolitical claims and corporate political activity― Accounting, Organizations and Society, 2024, , 101538.	1.4	O