

Neeru Paharia

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10596476/publications.pdf>

Version: 2024-02-01

12
papers

650
citations

933447

10
h-index

1372567

10
g-index

12
all docs

12
docs citations

12
times ranked

403
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-----------|
| 1 | Shedding Light on the Dark Side of Firm Lobbying: A Customer Perspective. <i>Journal of Marketing</i> , 2022, 86, 79-97. | 11.3 | 19 |
| 2 | Buy Less, Buy Luxury: Understanding and Overcoming Product Durability Neglect for Sustainable Consumption. <i>Journal of Marketing</i> , 2021, 85, 28-43. | 11.3 | 67 |
| 3 | Should Your Brand Pick a Side? How Market Share Determines the Impact of Divisive Corporate Political Stances. <i>NIM Marketing Intelligence Review</i> , 2021, 13, 26-31. | 0.6 | 0 |
| 4 | Who Receives Credit or Blame? The Effects of Made-to-Order Production on Responses to Unethical and Ethical Company Production Practices. <i>Journal of Marketing</i> , 2020, 84, 88-104. | 11.3 | 34 |
| 5 | Should Your Brand Pick a Side? How Market Share Determines the Impact of Corporate Political Advocacy. <i>Journal of Marketing Research</i> , 2020, 57, 1135-1151. | 4.8 | 88 |
| 6 | The symbolic value of time. <i>Current Opinion in Psychology</i> , 2019, 26, 58-61. | 4.9 | 25 |
| 7 | The Consumer Response to Corporate Political Advocacy: a Review and Future Directions. <i>Customer Needs and Solutions</i> , 2019, 6, 76-83. | 0.8 | 29 |
| 8 | Positioning Brands against Large Competitors to Increase Sales. <i>Journal of Marketing Research</i> , 2014, 51, 647-656. | 4.8 | 69 |
| 9 | Sweatshop labor is wrong unless the shoes are cute: Cognition can both help and hurt moral motivated reasoning. <i>Organizational Behavior and Human Decision Processes</i> , 2013, 121, 81-88. | 2.5 | 102 |
| 10 | The Underdog Effect: The Marketing of Disadvantage and Determination through Brand Biography. <i>Journal of Consumer Research</i> , 2011, 37, 775-790. | 5.1 | 200 |
| 11 | The strategic use of brand biographies. <i>Research in Consumer Behavior</i> , 2010, , 213-229. | 0.3 | 17 |
| 12 | Politics, Persuasion and Choice. <i>SSRN Electronic Journal</i> , 0, , . | 0.4 | 0 |