

# Siva K Balasubramanian

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11037338/publications.pdf>

Version: 2024-02-01

19  
papers

1,929  
citations

623734

14  
h-index

794594

19  
g-index

19  
all docs

19  
docs citations

19  
times ranked

1117  
citing authors

#	ARTICLE	IF	CITATIONS
1	Beyond Advertising and Publicity: Hybrid Messages and Public Policy Issues. <i>Journal of Advertising</i> , 1994, 23, 29-46.	6.6	432
2	Audience Response to Product Placements: An Integrative Framework and Future Research Agenda. <i>Journal of Advertising</i> , 2006, 35, 115-141.	6.6	364
3	Consumers' Search and Use of Nutrition Information: The Challenge and Promise of the Nutrition Labeling and Education Act. <i>Journal of Marketing</i> , 2002, 66, 112-127.	11.3	270
4	Age Differences in Consumers' Search for Information: Public Policy Implications. <i>Journal of Consumer Research</i> , 1993, 20, 157.	5.1	227
5	Long-term view of the diffusion of durables A study of the role of price and adoption influence processes via tests of nested models. <i>International Journal of Research in Marketing</i> , 1988, 5, 1-13.	4.2	99
6	The Effects of Expertise, End Goal, and Product Type on Adoption of Preference Formation Strategy. <i>Journal of the Academy of Marketing Science</i> , 1994, 22, 146-159.	11.2	91
7	Viewers' Evaluations of Product Placements in Movies: Public Policy Issues and Managerial Implications. <i>Journal of Current Issues and Research in Advertising</i> , 2000, 22, 41-52.	4.3	91
8	Public Attitudes toward Agrobiotechnology: The Mediating Role of Risk Perceptions on the Impact of Trust, Awareness, and Outrage. <i>Applied Economic Perspectives and Policy</i> , 2004, 26, 186-208.	1.0	83
9	Willingness to Pay for Non-GMO Foods in the U.S. and U.K.. <i>Journal of Consumer Affairs</i> , 2003, 37, 317-339.	2.3	72
10	A Comparative Analysis of Three Communication Formats: Advertising, Infomercial, and Direct Experience. <i>Journal of Advertising</i> , 2000, 29, 59-75.	6.6	59
11	Modeling attitude constructs in movie product placements. <i>Journal of Product and Brand Management</i> , 2014, 23, 516-531.	4.3	33
12	Measuring Consumer Attitudes toward the Marketplace with Tailored Interviews. <i>Journal of Marketing Research</i> , 1989, 26, 311.	4.8	29
13	Twitter Presence and Experience Improve Corporate Social Responsibility Outcomes. <i>Journal of Business Ethics</i> , 2021, 173, 737-757.	6.0	22
14	Simple approaches to evaluate competing non-nested models in marketing. <i>International Journal of Research in Marketing</i> , 1994, 11, 53-72.	4.2	20
15	Attitudes and related perceptions about product placement: a comparison of Finland, Italy and the United States. <i>International Journal of Advertising</i> , 2016, 35, 362-387.	6.7	18
16	Message exposure with friends: The role of social context on attitudes toward prominently placed brands. <i>Journal of Consumer Behaviour</i> , 2013, 12, 102-111.	4.2	7
17	Effective Segmentation of University Alumni: Mining Contribution Data with Finite-Mixture Models. <i>Research in Higher Education</i> , 2015, 56, 78-104.	1.7	7
18	Priming movie product placements: New insights from a Cross-National case study. <i>International Journal of Advertising</i> , 2022, 41, 1064-1094.	6.7	4

#	ARTICLE	IF	CITATIONS
19	Brand â€“ Character Association and Attitude toward Brands in Movie Placements. International Journal of Business Administration, 2016, 7, .	0.2	1