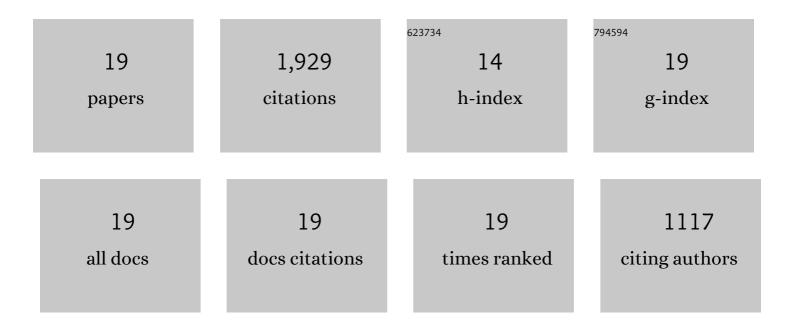
## Siva K Balasubramanian

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11037338/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Priming movie product placements: New insights from a Cross-National case study. International Journal of Advertising, 2022, 41, 1064-1094.	6.7	4
2	Twitter Presence and Experience Improve Corporate Social Responsibility Outcomes. Journal of Business Ethics, 2021, 173, 737-757.	6.0	22
3	Brand – Character Association and Attitude toward Brands in Movie Placements. International Journal of Business Administration, 2016, 7, .	0.2	1
4	Attitudes and related perceptions about product placement: a comparison of Finland, Italy and the United States. International Journal of Advertising, 2016, 35, 362-387.	6.7	18
5	Effective Segmentation of University Alumni: Mining Contribution Data with Finite-Mixture Models. Research in Higher Education, 2015, 56, 78-104.	1.7	7
6	Modeling attitude constructs in movie product placements. Journal of Product and Brand Management, 2014, 23, 516-531.	4.3	33
7	Message exposure with friends: The role of social context on attitudes toward prominently placed brands. Journal of Consumer Behaviour, 2013, 12, 102-111.	4.2	7
8	Audience Response to Product Placements: An Integrative Framework and Future Research Agenda. Journal of Advertising, 2006, 35, 115-141.	6.6	364
9	Public Attitudes toward Agrobiotechnology: The Mediating Role of Risk Perceptions on the Impact of Trust, Awareness, and Outrage. Applied Economic Perspectives and Policy, 2004, 26, 186-208.	1.0	83
10	Willingness to Pay for Nonâ€biotech Foods in the U.S. and U.K Journal of Consumer Affairs, 2003, 37, 317-339.	2.3	72
11	Consumers' Search and Use of Nutrition Information: The Challenge and Promise of the Nutrition Labeling and Education Act. Journal of Marketing, 2002, 66, 112-127.	11.3	270
12	Viewers' Evaluations of Product Placements in Movies: Public Policy Issues and Managerial Implications. Journal of Current Issues and Research in Advertising, 2000, 22, 41-52.	4.3	91
13	A Comparative Analysis of Three Communication Formats: Advertising, Infomercial, and Direct Experience. Journal of Advertising, 2000, 29, 59-75.	6.6	59
14	Beyond Advertising and Publicity: Hybrid Messages and Public Policy Issues. Journal of Advertising, 1994, 23, 29-46.	6.6	432
15	The Effects of Expertise, End Goal, and Product Type on Adoption of Preference Formation Strategy. Journal of the Academy of Marketing Science, 1994, 22, 146-159.	11.2	91
16	Simple approaches to evaluate competing non-nested models in marketing. International Journal of Research in Marketing, 1994, 11, 53-72.	4.2	20
17	Age Differences in Consumers' Search for Information: Public Policy Implications. Journal of Consumer Research, 1993, 20, 157.	5.1	227
18	Measuring Consumer Attitudes toward the Marketplace with Tailored Interviews. Journal of Marketing Research, 1989, 26, 311.	4.8	29

#	Article	IF	CITATIONS
19	Long-term view of the diffusion of durables A study of the role of price and adoption influence processes via tests of nested models. International Journal of Research in Marketing, 1988, 5, 1-13.	4.2	99