

# Nooshin L Warren

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11342129/publications.pdf>

Version: 2024-02-01

5  
papers

512  
citations

1937685

4  
h-index

2053705

5  
g-index

5  
all docs

5  
docs citations

5  
times ranked

336  
citing authors

#	ARTICLE	IF	CITATIONS
1	Corporate Sociopolitical Activism and Firm Value. <i>Journal of Marketing</i> , 2020, 84, 1-21.	11.3	232
2	Event study methodology in the marketing literature: an overview. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 186-207.	11.2	201
3	Interpreting the Stock Returns to New Product Announcements: How the past Shapes Investors's™ Expectations of the Future. <i>Journal of Marketing Research</i> , 2017, 54, 799-815.	4.8	44
4	When 1 + 1 > 2: How Investors React to New Product Releases Announced Concurrently with Other Corporate News. <i>Journal of Marketing</i> , 2017, 81, 64-82.	11.3	31
5	Boycott or Buycott: The Aftermath of Corporate Activism. <i>NIM Marketing Intelligence Review</i> , 2021, 13, 32-37.	0.6	4