

# Niraj Dawar

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11349444/publications.pdf>

Version: 2024-02-01

15  
papers

2,576  
citations

759233

12  
h-index

1058476

14  
g-index

16  
all docs

16  
docs citations

16  
times ranked

1559  
citing authors

#	ARTICLE	IF	CITATIONS
1	Corporate social responsibility and consumers' attributions and brand evaluations in a product-harm crisis. <i>International Journal of Research in Marketing</i> , 2004, 21, 203-217.	4.2	1,081
2	Impact of Product-Harm Crises on Brand Equity: The Moderating Role of Consumer Expectations. <i>Journal of Marketing Research</i> , 2000, 37, 215-226.	4.8	701
3	Negative Spillover in Brand Portfolios: Exploring the Antecedents of Asymmetric Effects. <i>Journal of Marketing</i> , 2008, 72, 111-123.	11.3	186
4	Brand crises: The roles of brand familiarity and crisis relevance in determining the impact on brand evaluations. <i>Journal of Business Research</i> , 2009, 62, 509-516.	10.2	153
5	Base-Rate Information in Consumer Attributions of Product-Harm Crises. <i>Journal of Marketing Research</i> , 2012, 49, 336-348.	4.8	80
6	The effects of order and direction on multiple brand extensions. <i>Journal of Business Research</i> , 1994, 30, 119-129.	10.2	70
7	The joint effects of brands and warranties in signaling new product quality. <i>Journal of Economic Psychology</i> , 2002, 23, 165-190.	2.2	64
8	Attributions of blame following a product-harm crisis depend on consumers' attachment styles. <i>Marketing Letters</i> , 2016, 27, 285-294.	2.9	60
9	Extensions of Broad Brands: The Role of Retrieval in Evaluations of Fit. <i>Journal of Consumer Psychology</i> , 1996, 5, 189-207.	4.5	53
10	Product-Harm Crises and the Signaling Ability of Brands. <i>International Studies of Management and Organization</i> , 1998, 28, 109-119.	0.6	45
11	The Signaling Impact of Low Introductory Price on Perceived Quality and Trial. <i>Marketing Letters</i> , 1997, 8, 251-259.	2.9	39
12	Asymmetric consequences of radical innovations on category representations of competing brands. <i>Journal of Consumer Psychology</i> , 2016, 26, 29-39.	4.5	17
13	Feeling Good by Doing Good: A Selfish Motivation for Ethical Choice. <i>Journal of Business Ethics</i> , 2020, 166, 39-49.	6.0	15
14	Uncovering Customer Profitability Segments for Business Customers. <i>Journal of Business-to-Business Marketing</i> , 2012, 19, 1-32.	1.5	11
15	Standardized Global Brand Management Using C-D Maps. , 2018, , 121-148.		1