

Niraj Dawar

List of Publications by Year in descending order

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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 | Feeling Good by Doing Good: A Selfish Motivation for Ethical Choice. <i>Journal of Business Ethics</i> , 2020, 166, 39-49. | 6.0 | 15 |
| 2 | Standardized Global Brand Management Using C-D Maps. , 2018, , 121-148. | | 1 |
| 3 | Asymmetric consequences of radical innovations on category representations of competing brands. <i>Journal of Consumer Psychology</i> , 2016, 26, 29-39. | 4.5 | 17 |
| 4 | Attributions of blame following a product-harm crisis depend on consumers's attachment styles. <i>Marketing Letters</i> , 2016, 27, 285-294. | 2.9 | 60 |
| 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 | Uncovering Customer Profitability Segments for Business Customers. <i>Journal of Business-to-Business Marketing</i> , 2012, 19, 1-32. | 1.5 | 11 |
| 7 | 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 |
| 8 | Negative Spillover in Brand Portfolios: Exploring the Antecedents of Asymmetric Effects. <i>Journal of Marketing</i> , 2008, 72, 111-123. | 11.3 | 186 |
| 9 | Corporate social responsibility and consumers' attributions and brand evaluations in a product's harm crisis. <i>International Journal of Research in Marketing</i> , 2004, 21, 203-217. | 4.2 | 1,081 |
| 10 | 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 |
| 11 | 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 |
| 12 | Product-Harm Crises and the Signaling Ability of Brands. <i>International Studies of Management and Organization</i> , 1998, 28, 109-119. | 0.6 | 45 |
| 13 | The Signaling Impact of Low Introductory Price on Perceived Quality and Trial. <i>Marketing Letters</i> , 1997, 8, 251-259. | 2.9 | 39 |
| 14 | 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 |
| 15 | The effects of order and direction on multiple brand extensions. <i>Journal of Business Research</i> , 1994, 30, 119-129. | 10.2 | 70 |