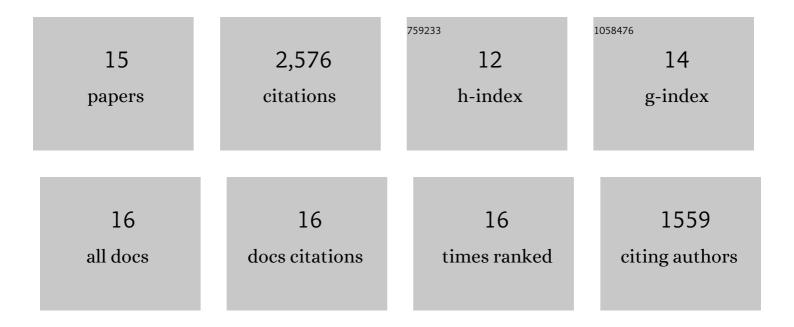
## Niraj Dawar

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11349444/publications.pdf Version: 2024-02-01



Νισαι Παιμασ

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