

# Cb Bhattacharya

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12060675/publications.pdf>

Version: 2024-02-01

25  
papers

14,700  
citations

471509

17  
h-index

713466

21  
g-index

25  
all docs

25  
docs citations

25  
times ranked

6498  
citing authors

#	ARTICLE	IF	CITATIONS
1	Does Doing Good Always Lead to Doing Better? Consumer Reactions to Corporate Social Responsibility. <i>Journal of Marketing Research</i> , 2001, 38, 225-243.	4.8	3,378
2	Consumerâ€™Company Identification: A Framework for Understanding Consumersâ€™ Relationships with Companies. <i>Journal of Marketing</i> , 2003, 67, 76-88.	11.3	2,351
3	Maximizing Business Returns to Corporate Social Responsibility (CSR): The Role of CSR Communication. <i>International Journal of Management Reviews</i> , 2010, 12, 8-19.	8.3	1,684
4	Doing Better at Doing Good: When, Why, and How Consumers Respond to Corporate Social Initiatives. <i>California Management Review</i> , 2004, 47, 9-24.	6.3	1,639
5	Corporate Social Responsibility, Customer Satisfaction, and Market Value. <i>Journal of Marketing</i> , 2006, 70, 1-18.	11.3	1,268
6	Corporate Social Responsibility, Customer Satisfaction, and Market Value. <i>Journal of Marketing</i> , 2006, 70, 1-18.	11.3	1,259
7	Reaping relational rewards from corporate social responsibility: The role of competitive positioning. <i>International Journal of Research in Marketing</i> , 2007, 24, 224-241.	4.2	985
8	The Debate over Doing Good: Corporate Social Performance, Strategic Marketing Levers, and Firm-Idiosyncratic Risk. <i>Journal of Marketing</i> , 2009, 73, 198-213.	11.3	686
9	Corporate Social Responsibility, Customer Orientation, and the Job Performance of Frontline Employees. <i>Journal of Marketing</i> , 2014, 78, 20-37.	11.3	583
10	Us versus Them: The Roles of Organizational Identification and Disidentification in Social Marketing Initiatives. <i>Journal of Public Policy and Marketing</i> , 2002, 21, 26-36.	3.4	150
11	Stakeholder Marketing: Beyond the Four Ps and the Customer. <i>Journal of Public Policy and Marketing</i> , 2008, 27, 113-116.	3.4	149
12	Corporate social responsibility: a corporate marketing perspective. <i>European Journal of Marketing</i> , 2011, 45, 1353-1364.	2.9	140
13	Corporate social responsibility: a consumer psychology perspective. <i>Current Opinion in Psychology</i> , 2016, 10, 70-75.	4.9	123
14	Consumer reactions to corporate social responsibility: The role of CSR domains. <i>Journal of Business Research</i> , 2019, 95, 502-513.	10.2	118
15	Corporate crises in the age of corporate social responsibility. <i>Business Horizons</i> , 2015, 58, 183-192.	5.2	86
16	The Business Case for Sustainability Reporting: Evidence from Stock Market Reactions. <i>Journal of Public Policy and Marketing</i> , 2017, 36, 313-330.	3.4	49
17	Introduction to the Special Section on Stakeholder Marketing. <i>Journal of Public Policy and Marketing</i> , 2010, 29, 1-3.	3.4	26
18	When and How Does Corporate Social Responsibility Encourage Customer Orientation?. <i>SSRN Electronic Journal</i> , 0, , .	0.4	8

#	ARTICLE	IF	CITATIONS
19	Marketing and society: Preface to special section on volunteerism, price assurances, and direct-to-consumer advertising. Journal of Business Research, 2011, 64, 59-60.	10.2	7
20	Marketing's Consequences: Stakeholder Marketing and Supply Chain CSR Issues. SSRN Electronic Journal, 2010, , .	0.4	4
21	Convergence of Interests - Producing Social and Business Gains Through Corporate Social Marketing. SSRN Electronic Journal, 2005, , .	0.4	2
22	The Debate Over Doing Good: Corporate Social Performance and Firm-Idiosyncratic Risk (08-111). SSRN Electronic Journal, 0, , .	0.4	2
23	Corporate Social Responsibility: A Corporate Marketing Perspective. SSRN Electronic Journal, 2011, , .	0.4	2
24	Motivating Boundary-Spanning Employees to Engage External Stakeholders. , 2019, , 147-162.		1
25	Stakeholderâ€™centricity a Precondition to Managing Sustainability Successfully. Global Policy, 2015, 6, 483-485.	1.7	0