

# Rohini Ahluwalia

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2419876/publications.pdf>

Version: 2024-02-01

19  
papers

3,181  
citations

623734

14  
h-index

839539

18  
g-index

19  
all docs

19  
docs citations

19  
times ranked

2166  
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumer Response to Negative Publicity: The Moderating Role of Commitment. <i>Journal of Marketing Research</i> , 2000, 37, 203-214.	4.8	770
2	How Prevalent Is the Negativity Effect in Consumer Environments?. <i>Journal of Consumer Research</i> , 2002, 29, 270-279.	5.1	324
3	When Brand Personality Matters: The Moderating Role of Attachment Styles. <i>Journal of Consumer Research</i> , 2009, 35, 985-1002.	5.1	291
4	The Moderating Role of Commitment on the Spillover Effect of Marketing Communications. <i>Journal of Marketing Research</i> , 2001, 38, 458-470.	4.8	289
5	The Effects of Extensions on the Family Brand Name: An Accessibility-Diagnosticity Perspective: Table 1. <i>Journal of Consumer Research</i> , 2000, 27, 371-381.	5.1	241
6	An Examination of Different Explanations for the Mere Exposure Effect. <i>Journal of Consumer Research</i> , 2007, 34, 97-103.	5.1	226
7	Examination of Psychological Processes Underlying Resistance to Persuasion. <i>Journal of Consumer Research</i> , 2000, 27, 217-232.	5.1	207
8	Negativity in the Evaluation of Political Candidates. <i>Journal of Marketing</i> , 2005, 69, 131-142.	11.3	172
9	How Far Can a Brand Stretch? Understanding the Role of Self-Construal. <i>Journal of Marketing Research</i> , 2008, 45, 337-350.	4.8	155
10	Answering Questions about Questions: A Persuasion Knowledge Perspective for Understanding the Effects of Rhetorical Questions. <i>Journal of Consumer Research</i> , 2004, 31, 26-42.	5.1	125
11	Language Choice in Advertising to Bilinguals: Asymmetric Effects for Multinationals versus Local Firms. <i>Journal of Consumer Research</i> , 2008, 35, 692-705.	5.1	113
12	Effects of Adverse Childhood Experiences, Stress, and Social Support on the Health of College Students. <i>Journal of Interpersonal Violence</i> , 2020, 35, 150-172.	2.0	77
13	Using Differentiated Brands to Deflect Exclusion and Protect Inclusion: The Moderating Role of Self-Esteem on Attachment to Differentiated Brands. <i>Journal of Consumer Research</i> , 2013, 40, 657-675.	5.1	75
14	Extending Culturally Symbolic Brands: A Blessing or a Curse?. <i>Journal of Consumer Research</i> , 2012, 38, 933-947.	5.1	74
15	Determinants of brand switching: the role of consumer inferences, brand commitment, and perceived risk. <i>Journal of Applied Social Psychology</i> , 2013, 43, 981-991.	2.0	15
16	When Sharing Isn't Caring: The Influence of Seeking The Best on Sharing Favorable Word of Mouth about Unsatisfactory Purchases. <i>Journal of Consumer Research</i> , 2021, 47, 1025-1046.	5.1	14
17	Tailoring health-related messages for young adults with adverse childhood experiences (ACEs). <i>Child Abuse and Neglect</i> , 2018, 80, 194-202.	2.6	9
18	A Path to More Enduring Happiness: Take a Detour from Specific Emotional Goals. <i>Journal of Consumer Psychology</i> , 2018, 28, 673-681.	4.5	4

#	ARTICLE	IF	CITATIONS
19	What do undergraduates with high levels of childhood adversity want to cope with stress?. Journal of Clinical Psychology, 2021, 77, 211-240.	1.9	0