

Rohini Ahluwalia

List of Publications by Year in descending order

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

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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	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
2	When Sharing Isnâ€™t Caring: The Influence of Seeking The Best on Sharing Favorable Word of Mouth about Unsatisfactory Purchases. Journal of Consumer Research, 2021, 47, 1025-1046.	5.1	14
3	Effects of Adverse Childhood Experiences, Stress, and Social Support on the Health of College Students. Journal of Interpersonal Violence, 2020, 35, 150-172.	2.0	77
4	A Path to More Enduring Happiness: Take a Detour from Specific Emotional Goals. Journal of Consumer Psychology, 2018, 28, 673-681.	4.5	4
5	Tailoring health-related messages for young adults with adverse childhood experiences (ACEs). Child Abuse and Neglect, 2018, 80, 194-202.	2.6	9
6	Using Differentiated Brands to Deflect Exclusion and Protect Inclusion: The Moderating Role of Self-Esteem on Attachment to Differentiated Brands. Journal of Consumer Research, 2013, 40, 657-675.	5.1	75
7	Determinants of brand switching: the role of consumer inferences, brand commitment, and perceived risk. Journal of Applied Social Psychology, 2013, 43, 981-991.	2.0	15
8	Extending Culturally Symbolic Brands: A Blessing or a Curse?. Journal of Consumer Research, 2012, 38, 933-947.	5.1	74
9	When Brand Personality Matters: The Moderating Role of Attachment Styles. Journal of Consumer Research, 2009, 35, 985-1002.	5.1	291
10	Language Choice in Advertising to Bilinguals: Asymmetric Effects for Multinationals versus Local Firms. Journal of Consumer Research, 2008, 35, 692-705.	5.1	113
11	How Far Can a Brand Stretch? Understanding the Role of Self-Construal. Journal of Marketing Research, 2008, 45, 337-350.	4.8	155
12	An Examination of Different Explanations for the Mere Exposure Effect. Journal of Consumer Research, 2007, 34, 97-103.	5.1	226
13	Negativity in the Evaluation of Political Candidates. Journal of Marketing, 2005, 69, 131-142.	11.3	172
14	Answering Questions about Questions: A Persuasion Knowledge Perspective for Understanding the Effects of Rhetorical Questions. Journal of Consumer Research, 2004, 31, 26-42.	5.1	125
15	How Prevalent Is the Negativity Effect in Consumer Environments?. Journal of Consumer Research, 2002, 29, 270-279.	5.1	324
16	The Moderating Role of Commitment on the Spillover Effect of Marketing Communications. Journal of Marketing Research, 2001, 38, 458-470.	4.8	289
17	Consumer Response to Negative Publicity: The Moderating Role of Commitment. Journal of Marketing Research, 2000, 37, 203-214.	4.8	770
18	Examination of Psychological Processes Underlying Resistance to Persuasion. Journal of Consumer Research, 2000, 27, 217-232.	5.1	207

#	ARTICLE	IF	CITATIONS
19	The Effects of Extensions on the Family Brand Name: An Accessibility-Diagnosticity Perspective: Table 1. Journal of Consumer Research, 2000, 27, 371-381.	5.1	241