

# Sergio W Carvalho

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/365795/publications.pdf>

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19  
papers

564  
citations

1040056

9  
h-index

794594

19  
g-index

19  
all docs

19  
docs citations

19  
times ranked

508  
citing authors

#	ARTICLE	IF	CITATIONS
1	Brand Concepts as Representations of Human Values: Do Cultural Congruity and Compatibility between values Matter?. Journal of Marketing, 2012, 76, 92-108.	11.3	137
2	Consumer Reactions to CSR: A Brazilian Perspective. Journal of Business Ethics, 2010, 91, 291-310.	6.0	92
3	The role of trust in creating value and student loyalty in relational exchanges between higher education institutions and their students. Journal of Marketing for Higher Education, 2010, 20, 145-165.	3.2	91
4	Corporate Social "Irresponsibility": Are Consumers' Biases in Attribution of Blame Helping Companies in Product "Harm Crises Involving Hybrid Products?. Journal of Business Ethics, 2015, 130, 651-663.	6.0	52
5	Risk perception and risk avoidance: The role of cultural identity and personal relevance. International Journal of Research in Marketing, 2008, 25, 319-326.	4.2	36
6	The role of national identity in consumption: An integrative framework. Journal of Business Research, 2019, 103, 310-318.	10.2	30
7	Effects of national identity salience on responses to ads. Journal of Business Research, 2014, 67, 1026-1034.	10.2	25
8	The Effect of Country-Related Brand Associations and Product Attributes on Attitude toward Unfamiliar Foreign Brands: A Schema Congruity Perspective. Journal of International Consumer Marketing, 2011, 23, 135-150.	3.7	18
9	Ethnic minority consumers reactions to advertisements featuring members of other minority groups. International Journal of Research in Marketing, 2017, 34, 717-733.	4.2	13
10	The role of brand personality in the formation of consumer affect and self-brand connection. Journal of Product and Brand Management, 2022, 31, 551-569.	4.3	13
11	When partners divorce: understanding consumers' reactions to partnership termination in cause-related marketing programs. International Journal of Advertising, 2020, 39, 548-570.	6.7	11
12	Assessing the Role of Nationalistic Feelings in Consumers' Willingness to Take Action Against Foreign Products: An Exploratory Study in Brazil. Latin American Business Review, 2004, 4, 21-35.	1.3	9
13	The implication of country disposition in consumer response to ingredient branding strategies. Journal of Business Research, 2019, 103, 286-292.	10.2	8
14	An Investigation of the Emotional Outcomes of Business Students' Cheating "Biological Laws" to Achieve Academic Excellence. Academy of Management Learning and Education, 2015, 14, 440-460.	2.5	7
15	The relationship between fixed mindsets, brand-self engagement, and brand favorability. Personality and Individual Differences, 2020, 166, 110198.	2.9	6
16	Predicting the market evolution of computers: was the revolution really unforeseen. Technology in Society, 2004, 26, 1-16.	9.4	5
17	Hitting the Nail on the Head! Insight into Consumer Assessment of Sustainability-Related Innovations. Long Range Planning, 2017, 50, 741-755.	4.9	4
18	Consumers' love for technological gadgets is linked to personal growth. Personality and Individual Differences, 2022, 194, 111637.	2.9	4

#	ARTICLE	IF	CITATIONS
19	Transgressing a group value in a transcultural experience: Immigrants' affective response to perceived social identity threats. <i>Journal of Business Research</i> , 2018, 91, 326-333.	10.2	3