

Sergio W Carvalho

List of Publications by Year in descending order

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Version: 2024-02-01

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

#	ARTICLE	IF	CITATIONS
19	Predicting the market evolution of computers: was the revolution really unforeseen. Technology in Society, 2004, 26, 1-16.	9.4	5