

# Alina Sorescu

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4131410/publications.pdf>

Version: 2024-02-01

21  
papers

2,443  
citations

567281

15  
h-index

752698

20  
g-index

23  
all docs

23  
docs citations

23  
times ranked

1608  
citing authors

#	ARTICLE	IF	CITATIONS
1	Sources and Financial Consequences of Radical Innovation: Insights from Pharmaceuticals. Journal of Marketing, 2003, 67, 82-102.	11.3	479
2	Innovations in Retail Business Models. Journal of Retailing, 2011, 87, S3-S16.	6.2	363
3	Innovation's Effect on Firm Value and Risk: Insights from Consumer Packaged Goods. Journal of Marketing, 2008, 72, 114-132.	11.3	351
4	Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries. Journal of Marketing, 2020, 84, 24-46.	11.3	207
5	Event study methodology in the marketing literature: an overview. Journal of the Academy of Marketing Science, 2017, 45, 186-207.	11.2	201
6	New Product Preannouncements and Shareholder Value: Don't Make Promises you Can't Keep. Journal of Marketing Research, 2007, 44, 468-489.	4.8	198
7	Data-Driven Business Model Innovation. Journal of Product Innovation Management, 2017, 34, 691-696.	9.5	171
8	Employee-Based Brand Equity: Why Firms with Strong Brands Pay Their Executives Less. Journal of Marketing Research, 2014, 51, 676-690.	4.8	92
9	Why Some Acquisitions Do Better Than Others: Product Capital as a Driver of Long-Term Stock Returns. Journal of Marketing Research, 2007, 44, 57-72.	4.8	73
10	Wedded Bliss or Tainted Love? Stock Market Reactions to the Introduction of Cobranded Products. Marketing Science, 2013, 32, 939-959.	4.1	50
11	Interpreting the Stock Returns to New Product Announcements: How the past Shapes Investors'™ Expectations of the Future. Journal of Marketing Research, 2017, 54, 799-815.	4.8	44
12	Hands off my Brand! The Financial Consequences of Protecting Brands through Trademark Infringement Lawsuits. Journal of Marketing, 2018, 82, 45-65.	11.3	37
13	When 1 + 1 > 2: How Investors React to New Product Releases Announced Concurrently with Other Corporate News. Journal of Marketing, 2017, 81, 64-82.	11.3	31
14	Innovation in the digital economy: a broader view of its scope, antecedents, and consequences. Journal of the Academy of Marketing Science, 2021, 49, 627-631.	11.2	31
15	The Impact of Corporate Social Responsibility on Brand Sales: An Accountability Perspective. Journal of Marketing, 2022, 86, 5-28.	11.3	21
16	Two Centuries of Innovations and Stock Market Bubbles. Marketing Science, 2018, 37, 507-529.	4.1	16
17	A marketing perspective on business models. AMS Review, 2017, 7, 85-89.	2.5	13
18	Behemoths at the Gate: How Incumbents Take on Acquisitive Entrants (and why some do Better than) Tj ETQq0 0 Q r gBT /Overlock 10 T	11.3	12

#	ARTICLE	IF	CITATIONS
19	What brand do I use for my new product? The impact of new product branding decisions on firm value. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 338-365.	11.2	3
20	EXECUTIVE SUMMARY: BEATING A BEHEMOTH. <i>Business Strategy Review</i> , 2011, 22, 76-77.	0.0	0
21	Outstanding IJRM Area Editors and Reviewers. <i>International Journal of Research in Marketing</i> , 2022, 39, A1.	4.2	0