

# Bikram Jit Singh Mann

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5767795/publications.pdf>

Version: 2024-02-01

24  
papers

289  
citations

1040056

9  
h-index

940533

16  
g-index

24  
all docs

24  
docs citations

24  
times ranked

194  
citing authors

#	ARTICLE	IF	CITATIONS
1	Analyzing determinants of value creation in domestic and cross border acquisitions in India. <i>International Business Review</i> , 2012, 21, 998-1016.	4.8	81
2	Inter-Relationship of Web Site Interactivity and Customer Outcomes. <i>Global Business Review</i> , 2011, 12, 99-115.	3.1	24
3	Scale development and validation for measuring corporate brand associations. <i>Journal of Brand Management</i> , 2014, 21, 43-62.	3.5	23
4	Exploring branding strategies of FMCG, services and durables brands: evidence from India. <i>Journal of Product and Brand Management</i> , 2013, 22, 6-17.	4.3	21
5	Role of trust and customer loyalty in reducing perceived security risk in internet banking. <i>International Journal of Electronic Business</i> , 2013, 10, 331.	0.4	17
6	<i>Impact of Mode of Payment and Insider Ownership on Target and Acquirer's Announcement Returns in India</i>. <i>Vikalpa</i> , 2009, 34, 51-66.	1.2	14
7	Exploring the Drivers of Status Consumption for the Wedding Occasion. <i>International Journal of Market Research</i> , 2015, 57, 179-202.	3.8	13
8	Target shareholders' wealth creation in domestic and crossâ€border acquisitions in India. <i>International Journal of Commerce and Management</i> , 2011, 21, 63-81.	0.5	12
9	What and how to communicate about a corporate brand with the consumers: An exploratory study. <i>Journal of Marketing Communications</i> , 2018, 24, 230-249.	4.0	11
10	The Match-up Between Celebrity Associations and Product Type. <i>Journal of Creative Communications</i> , 2020, 15, 65-89.	1.7	11
11	Impact of celebrity endorser as in-store stimuli on impulse buying. <i>International Review of Retail, Distribution and Consumer Research</i> , 2020, 30, 576-595.	2.0	11
12	Do brand acquisitions create wealth for acquiring company shareholders? Evidence from India. <i>Journal of Product and Brand Management</i> , 2012, 21, 265-274.	4.3	10
13	Measuring Celebrity Equity: Unearthing the Consumer Knowledge Structure Associations. <i>Global Business Review</i> , 2021, 22, 797-820.	3.1	8
14	Analyzing the likelihood and the impact of earnout offers on acquiring company wealth gains in India. <i>Emerging Markets Review</i> , 2013, 16, 203-222.	4.4	7
15	Exploring the Relationship Between Celebrity Worship and Brand Equity: The Mediating Role of Self-brand Connection. <i>Journal of Creative Communications</i> , 2021, 16, 61-80.	1.7	5
16	Consumerâ€™Celebrity Parasocial Interaction: A Conditional Process Analysis. <i>Global Business Review</i> , 0, , 097215092110103.	3.1	5
17	Profiling Customers Based on Their Social Risk Perception: A Cluster Analysis Approach. <i>Metamorphosis</i> , 2018, 17, 41-52.	1.1	4
18	A New Scale to Capture the Multidimensionality of Celebrity Image. <i>Global Business Review</i> , 2020, , 097215092091959.	3.1	4

#	ARTICLE	IF	CITATIONS
19	An empirical analysis of resources in the Indian pharmaceutical industry. International Journal of Emerging Markets, 2013, 8, 82-96.	2.2	3
20	Antecedents of Consumer Preference for Information Sources for Acquiring Corporate Information. Corporate Reputation Review, 2015, 18, 353-371.	1.7	3
21	New product announcements effect on stock prices in India. Journal of Asia Business Studies, 2017, 11, 368-386.	2.2	1
22	Role of consumer personality and involvement in understanding customer experience. Innovative Marketing, 2016, 12, 19-33.	1.7	1
23	Comparative Analysis of Sources and Drivers of Information Search Behaviour of the UK and India. Management and Labour Studies, 2010, 35, 169-188.	1.6	0
24	"Insider ownership, corporate governance and firm performance: Analysis of Indian firms". Proceedings - Academy of Management, 2016, 2016, 17282.	0.1	0