

Bikram Jit Singh Mann

List of Publications by Year in descending order

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24
papers

289
citations

1040056

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24
all docs

24
docs citations

24
times ranked

194
citing authors

#	ARTICLE	IF	CITATIONS
1	Measuring Celebrity Equity: Unearthing the Consumer Knowledge Structure Associations. Global Business Review, 2021, 22, 797-820.	3.1	8
2	Exploring the Relationship Between Celebrity Worship and Brand Equity: The Mediating Role of Self-brand Connection. Journal of Creative Communications, 2021, 16, 61-80.	1.7	5
3	The Match-up Between Celebrity Associations and Product Type. Journal of Creative Communications, 2020, 15, 65-89.	1.7	11
4	Impact of celebrity endorser as in-store stimuli on impulse buying. International Review of Retail, Distribution and Consumer Research, 2020, 30, 576-595.	2.0	11
5	A New Scale to Capture the Multidimensionality of Celebrity Image. Global Business Review, 2020, , 097215092091959.	3.1	4
6	What and how to communicate about a corporate brand with the consumers: An exploratory study. Journal of Marketing Communications, 2018, 24, 230-249.	4.0	11
7	Profiling Customers Based on Their Social Risk Perception: A Cluster Analysis Approach. Metamorphosis, 2018, 17, 41-52.	1.1	4
8	New product announcements effect on stock prices in India. Journal of Asia Business Studies, 2017, 11, 368-386.	2.2	1
9	"Insider ownership, corporate governance and firm performance: Analysis of Indian firms". Proceedings - Academy of Management, 2016, 2016, 17282.	0.1	0
10	Role of consumer personality and involvement in understanding customer experience. Innovative Marketing, 2016, 12, 19-33.	1.7	1
11	Exploring the Drivers of Status Consumption for the Wedding Occasion. International Journal of Market Research, 2015, 57, 179-202.	3.8	13
12	Antecedents of Consumer Preference for Information Sources for Acquiring Corporate Information. Corporate Reputation Review, 2015, 18, 353-371.	1.7	3
13	Scale development and validation for measuring corporate brand associations. Journal of Brand Management, 2014, 21, 43-62.	3.5	23
14	Analyzing the likelihood and the impact of earnout offers on acquiring company wealth gains in India. Emerging Markets Review, 2013, 16, 203-222.	4.4	7
15	Exploring branding strategies of FMCG, services and durables brands: evidence from India. Journal of Product and Brand Management, 2013, 22, 6-17.	4.3	21
16	Role of trust and customer loyalty in reducing perceived security risk in internet banking. International Journal of Electronic Business, 2013, 10, 331.	0.4	17
17	An empirical analysis of resources in the Indian pharmaceutical industry. International Journal of Emerging Markets, 2013, 8, 82-96.	2.2	3
18	Do brand acquisitions create wealth for acquiring company shareholders? Evidence from India. Journal of Product and Brand Management, 2012, 21, 265-274.	4.3	10

#	ARTICLE	IF	CITATIONS
19	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
20	Inter-Relationship of Web Site Interactivity and Customer Outcomes. <i>Global Business Review</i> , 2011, 12, 99-115.	3.1	24
21	Target shareholders' wealth creation in domestic and cross-border acquisitions in India. <i>International Journal of Commerce and Management</i> , 2011, 21, 63-81.	0.5	12
22	Comparative Analysis of Sources and Drivers of Information Search Behaviour of the UK and India. <i>Management and Labour Studies</i> , 2010, 35, 169-188.	1.6	0
23	<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
24	Consumerâ€™Celebrity Parasocial Interaction: A Conditional Process Analysis. <i>Global Business Review</i> , 0, , 097215092110103.	3.1	5