

Rishika Rishika

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7998969/publications.pdf>

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8
papers

1,297
citations

1307594

7
h-index

1588992

8
g-index

8
all docs

8
docs citations

8
times ranked

1014
citing authors

#	ARTICLE	IF	CITATIONS
1	From Social to Sale: The Effects of Firm-Generated Content in Social Media on Customer Behavior. Journal of Marketing, 2016, 80, 7-25.	11.3	609
2	The Effect of Customers' Social Media Participation on Customer Visit Frequency and Profitability: An Empirical Investigation. Information Systems Research, 2013, 24, 108-127.	3.7	394
3	The Effect of a Data Breach Announcement on Customer Behavior: Evidence from a Multichannel Retailer. Journal of Marketing, 2018, 82, 85-105.	11.3	122
4	Social Dollars in Online Communities: The Effect of Product, User, and Network Characteristics. Journal of Marketing, 2018, 82, 93-114.	11.3	84
5	The Effects of Asymmetric Social Ties, Structural Embeddedness, and Tie Strength on Online Content Contribution Behavior. Management Science, 2019, 65, 3398-3422.	4.1	43
6	Competitive Effects of Front-of-Package Nutrition Labeling Adoption on Nutritional Quality: Evidence from Facts Up Front® Style Labels. Journal of Marketing, 2020, 84, 3-21.	11.3	31
7	Brand-generated social media content and its differential impact on loyalty program members. Journal of the Academy of Marketing Science, 2022, 50, 1071-1090.	11.2	10
8	Really Rewarding Rewards: Strategic Licensing in Long-Term Healthy Food Consumption. Journal of Consumer Research, 2022, 49, 268-287.	5.1	4