

# Meike Eilert

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9262433/publications.pdf>

Version: 2024-02-01

13  
papers

601  
citations

1040056

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1125743

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13  
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docs citations

13  
times ranked

472  
citing authors

#	ARTICLE	IF	CITATIONS
1	Product and environmental social performance: Varying effect on firm performance. Strategic Management Journal, 2013, 34, 1255-1264.	7.3	208
2	The Impact of Product Recalls on Future Product Reliability and Future Accidents: Evidence from the Automobile Industry. Journal of Marketing, 2013, 77, 41-57.	11.3	106
3	Does it Pay to Recall your Product Early? An Empirical Investigation in the Automobile Industry. Journal of Marketing, 2017, 81, 111-129.	11.3	79
4	The Activist Company: Examining a Company's Pursuit of Societal Change Through Corporate Activism Using an Institutional Theoretical Lens. Journal of Public Policy and Marketing, 2020, 39, 461-476.	3.4	67
5	The role of message specificity in corporate social responsibility communication. Journal of Business Research, 2018, 90, 260-268.	10.2	44
6	When and how frontline service employee authenticity influences purchase intentions. Journal of Business Research, 2020, 114, 111-123.	10.2	24
7	Rise Up: Understanding Youth Social Entrepreneurs and Their Ecosystems. Journal of Public Policy and Marketing, 2021, 40, 206-225.	3.4	22
8	How Deviations from Performance Norms Impact Charitable Donations. Journal of Marketing Research, 2018, 55, 277-290.	4.8	21
9	Can I surprise myself? A conceptual framework of surprise self-gifting among consumers. Journal of Retailing and Consumer Services, 2020, 54, 101712.	9.4	21
10	Can Ivory Towers be Green? The Impact of Organization Size on Organizational Social Performance. Journal of Business Ethics, 2017, 140, 537-549.	6.0	4
11	The Impact of Cause Portfolio Focus and Contribution Amount on Stakeholder Evaluations. Business and Society, 2020, 59, 1483-1514.	6.4	2
12	Toward a "human being to commodity model" as an explanation for men's violent, sexual consumption of women. Journal of Consumer Affairs, 2021, 55, 911-938.	2.3	2
13	Cause-Company Fit in Cause-Related Marketing Campaigns and Consumer Outcomes: A Replication and Extension Using Field Data. Journal of Marketing Behavior, 2020, 4, 239-248.	0.4	1