

# 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

9  
h-index

1125743

13  
g-index

13  
all docs

13  
docs citations

13  
times ranked

472  
citing authors

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