

# Martin Reimann

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10121383/publications.pdf>

Version: 2024-02-01

24  
papers

1,143  
citations

687363

13  
h-index

752698

20  
g-index

24  
all docs

24  
docs citations

24  
times ranked

1038  
citing authors

#	ARTICLE	IF	CITATIONS
1	Aesthetic package design: A behavioral, neural, and psychological investigation. <i>Journal of Consumer Psychology</i> , 2010, 20, 431-441.	4.5	315
2	How we relate to brands: Psychological and neurophysiological insights into consumerâ€“brand relationships. <i>Journal of Consumer Psychology</i> , 2012, 22, 128-142.	4.5	170
3	The somatic marker framework as a neurological theory of decision-making: Review, conceptual comparisons, and future neuroeconomics research. <i>Journal of Economic Psychology</i> , 2010, 31, 767-776.	2.2	135
4	Power decreases trust in social exchange. <i>Proceedings of the National Academy of Sciences of the United States of America</i> , 2015, 112, 12950-12955.	7.1	78
5	Trust in Social Relations. <i>Annual Review of Sociology</i> , 2021, 47, 239-259.	6.1	66
6	Insights into the Experience of Brand Betrayal: From What People Say and What the Brain Reveals. <i>Journal of the Association for Consumer Research</i> , 2018, 3, 240-254.	1.7	52
7	Effect of relationship experience on trust recovery following a breach. <i>Proceedings of the National Academy of Sciences of the United States of America</i> , 2013, 110, 15236-15241.	7.1	47
8	Trust is heritable, whereas distrust is not. <i>Proceedings of the National Academy of Sciences of the United States of America</i> , 2017, 114, 7007-7012.	7.1	44
9	Metaphors and creativity: Direct, moderating, and mediating effects. <i>Journal of Consumer Psychology</i> , 2014, 24, 290-297.	4.5	39
10	Curiosity Tempts Indulgence. <i>Journal of Consumer Research</i> , 2019, 45, 1194-1212.	5.1	39
11	Novel versus familiar brands: An analysis of neurophysiology, response latency, and choice. <i>Marketing Letters</i> , 2012, 23, 745-759.	2.9	35
12	Embodiment in judgment and choice.. <i>Journal of Neuroscience, Psychology, and Economics</i> , 2012, 5, 104-123.	1.0	28
13	Crazy-Funny-Cool Theory: Divergent Reactions to Unusual Product Designs. <i>Journal of the Association for Consumer Research</i> , 2019, 4, 409-421.	1.7	16
14	The role of hope in financial risk seeking.. <i>Journal of Experimental Psychology: Applied</i> , 2014, 20, 349-364.	1.2	14
15	Can Smaller Meals Make You Happy? Behavioral, Neurophysiological, and Psychological Insights into Motivating Smaller Portion Choice. <i>Journal of the Association for Consumer Research</i> , 2016, 1, 71-91.	1.7	14
16	Leveraging the happy meal effect: Substituting food with modest nonfood incentives decreases portion size choice.. <i>Journal of Experimental Psychology: Applied</i> , 2015, 21, 276-286.	1.2	11
17	Maladaptive Consumption: Definition, Theoretical Framework, and Research Propositions. <i>Journal of the Association for Consumer Research</i> , 0, , 000-000.	1.7	10
18	Can a Toy Encourage Lower Calorie Meal Bundle Selection in Children? A Field Experiment on the Reinforcing Effects of Toys on Food Choice. <i>PLoS ONE</i> , 2017, 12, e0169638.	2.5	9

#	ARTICLE	IF	CITATIONS
19	Data Triangulation in Consumer Neuroscience: Integrating Functional Neuroimaging With Meta-Analyses, Psychometrics, and Behavioral Data. <i>Frontiers in Psychology</i> , 2020, 11, 550204.	2.1	8
20	Personal involvement is related to increased search motivation and associated with activity in left BA44. A pilot study. <i>Frontiers in Human Neuroscience</i> , 2015, 9, 144.	2.0	6
21	If I indulge first, I will eat less overall: The unexpected interaction effect of indulgence and presentation order on consumption. <i>Journal of Experimental Psychology: Applied</i> , 2019, 25, 162-176.	1.2	5
22	The scarcity of beauty: how and why product aesthetics mobilize consumer acquisition effort. <i>Journal of the Academy of Marketing Science</i> , 0, , 1.	11.2	2
23	Reply to Wu and Wilkes: Power, whether situational or durable, decreases both relational and generalized trust. <i>Proceedings of the National Academy of Sciences of the United States of America</i> , 2016, 113, E1418-E1418.	7.1	0
24	Reply to Goldfarb et al.: On the heritability and socialization of trust and distrust. <i>Proceedings of the National Academy of Sciences of the United States of America</i> , 2018, 115, E2151-E2152.	7.1	0