

John R Doyle

List of Publications by Year in descending order

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26
papers

1,091
citations

687363

13
h-index

677142

22
g-index

26
all docs

26
docs citations

26
times ranked

877
citing authors

#	ARTICLE	IF	CITATIONS
1	The interactive effects of colors and products on perceptions of brand logo appropriateness. <i>Marketing Theory</i> , 2006, 6, 63-83.	3.1	201
2	A comparison of three weight elicitation methods: good, better, and best. <i>Omega</i> , 2001, 29, 553-560.	5.9	130
3	Judging Relative Importance: Direct Rating and Point Allocation Are Not Equivalent. <i>Organizational Behavior and Human Decision Processes</i> , 1997, 70, 65-72.	2.5	107
4	Testing the Reliability of Weight Elicitation Methods: Direct Rating versus Point Allocation. <i>Journal of Marketing Research</i> , 2000, 37, 508-513.	4.8	107
5	Font appropriateness and brand choice. <i>Journal of Business Research</i> , 2004, 57, 873-880.	10.2	99
6	Dressed for the Occasion: Font-Product Congruity in the Perception of Logotype. <i>Journal of Consumer Psychology</i> , 2006, 16, 112-123.	4.5	85
7	Cross-National Logo Evaluation Analysis: An Individual-Level Approach. <i>Marketing Science</i> , 2009, 28, 968-985.	4.1	84
8	The wandering weekday effect in major stock markets. <i>Journal of Banking and Finance</i> , 2009, 33, 1388-1399.	2.9	75
9	Mixed messages in brand names: Separating the impacts of letter shape from sound symbolism. <i>Psychology and Marketing</i> , 2011, 28, 749-762.	8.2	36
10	The message in the medium: Transfer of connotative meaning from typeface to names and products. <i>Applied Cognitive Psychology</i> , 2009, 23, 396-409.	1.6	33
11	Relative age effect in elite soccer: More early-born players, but no better valued, and no paragon clubs or countries. <i>PLoS ONE</i> , 2018, 13, e0192209.	2.5	31
12	Comparing the validity of numerical judgements elicited by direct rating and point allocation: Insights from objectively verifiable perceptual tasks. <i>European Journal of Operational Research</i> , 2013, 228, 148-157.	5.7	18
13	The relative age effect in European elite soccer: A practical guide to Poisson regression modelling. <i>PLoS ONE</i> , 2019, 14, e0213988.	2.5	18
14	Contexts and Individual Differences as Influences on Consumers' Delay Discounting. <i>Psychological Record</i> , 2011, 61, 599-612.	0.9	15
15	Patterns of Reinforcement and the Essential Values of Brands: I. Incorporation of Utilitarian and Informational Reinforcement Into the Estimation of Demand. <i>Psychological Record</i> , 2012, 62, 361-376.	0.9	11
16	Patterns of Reinforcement and the Essential Value of Brands: II. Evaluation of a Model of Consumer Choice. <i>Psychological Record</i> , 2012, 62, 377-394.	0.9	8
17	Patterns in stock market movements tested as random number generators. <i>European Journal of Operational Research</i> , 2013, 227, 122-132.	5.7	8
18	A multidimensional classification of market anomalies: Evidence from 76 price indices. <i>Journal of International Financial Markets, Institutions and Money</i> , 2012, 22, 1237-1257.	4.2	6

#	ARTICLE	IF	CITATIONS
19	Tails of the Travelling Gaussian model and the relative age effect: Tales of age discrimination and wasted talent. PLoS ONE, 2017, 12, e0176206.	2.5	6
20	Evaluating OR/MS research. Omega, 1999, 27, 403-405.	5.9	5
21	Evaluating the IBM and HP/PANOSE font classification systems. Online Information Review, 2005, 29, 468-482.	3.2	4
22	Elicitation and Context Effects in Judgments: Fixed Sum Versus Fixed Scale Frames. Management Science, 1999, 45, 972-979.	4.1	3
23	Mapping the World of Consumption: Computational Linguistics Analysis of the Google Text Corpus. SSRN Electronic Journal, 0, , .	0.4	1
24	On the efficiency of the Trimean and Q123. Journal of Statistics and Management Systems, 2009, 12, 319-323.	0.6	0
25	Anomalous Patterns of Market Movements: Detecting a Different Kind of Market Inefficiency. SSRN Electronic Journal, 0, , .	0.4	0
26	Connotations in the Look and Sound of Brand Names: The Moderating Role of Perceptual Fluency. SSRN Electronic Journal, 0, , .	0.4	0