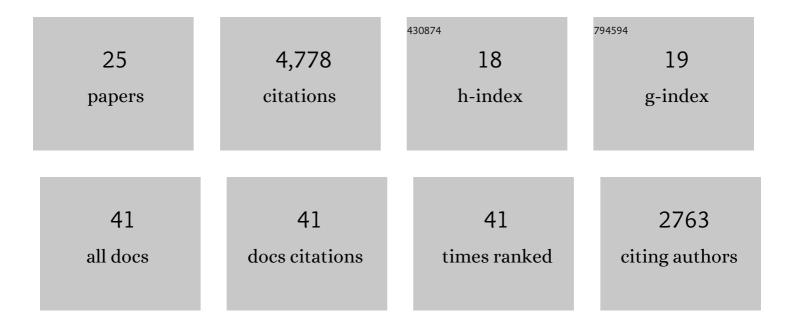
George Wu

List of Publications by Year in descending order

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GEORGE WU

#	Article	IF	CITATIONS
1	On the Shape of the Probability Weighting Function. Cognitive Psychology, 1999, 38, 129-166.	2.2	1,053
2	Curvature of the Probability Weighting Function. Management Science, 1996, 42, 1676-1690.	4.1	843
3	Goals as Reference Points. Cognitive Psychology, 1999, 38, 79-109.	2.2	826
4	Consumer Control and Empowerment: A Primer. Marketing Letters, 2002, 13, 297-305.	2.9	262
5	The Uncertainty Effect: When a Risky Prospect is Valued Less than its Worst Possible Outcome. Quarterly Journal of Economics, 2006, 121, 1283-1309.	8.6	233
6	Nonlinear Decision Weights in Choice Under Uncertainty. Management Science, 1999, 45, 74-85.	4.1	231
7	Reference-Dependent Preferences: Evidence from Marathon Runners. Management Science, 2017, 63, 1657-1672.	4.1	219
8	Detecting Regime Shifts: The Causes of Under- and Overreaction. Management Science, 2005, 51, 932-947.	4.1	116
9	An empirical test of ordinal independence. Journal of Risk and Uncertainty, 1994, 9, 39-60.	1.5	99
10	An Empirical Test of Gain-Loss Separability in Prospect Theory. Management Science, 2008, 54, 1322-1335.	4.1	87
11	Goal-Induced Risk Taking in Negotiation and Decision Making. Social Cognition, 2009, 27, 342-364.	0.9	85
12	Anxiety and Decision Making with Delayed Resolution of Uncertainty. Theory and Decision, 1999, 46, 159-199.	1.0	79
13	Common Consequence Conditions in Decision Making under Risk. Journal of Risk and Uncertainty, 1998, 16, 115-139.	1.5	78
14	Goals as reference points in marathon running: A novel test of reference dependence. Journal of Risk and Uncertainty, 2018, 56, 19-50.	1.5	59
15	Claiming a large slice of a small pie: Asymmetric disconfirmation in negotiation Journal of Personality and Social Psychology, 2007, 93, 212-233.	2.8	40
16	Testing Prospect Theories Using Probability Tradeoff Consistency. Journal of Risk and Uncertainty, 2005, 30, 107-131.	1.5	31
17	Gain and Loss Ultimatums. Advances in Applied Microeconomics, 0, , 1-23.	0.3	29
18	Incorporating Behavioral Anomalies in Strategic Models. Marketing Letters, 2005, 16, 361-373.	2.9	28

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#	Article	IF	CITATIONS
19	Competence effects for choices involving gains and losses. Journal of Risk and Uncertainty, 2010, 40, 109-132.	1.5	28
20	Detecting Regime Shifts: The Causes of Under- and Over-Reaction. SSRN Electronic Journal, 0, , .	0.4	9
21	Goals as Reference Points in Marathon Running: A Novel Test of Reference Dependence. SSRN Electronic Journal, 0, , .	0.4	7
22	Harnessing Optimism: How Eliciting Goals Improves Performance. SSRN Electronic Journal, 0, , .	0.4	7
23	Composition rules in original and cumulative prospect theory. Theory and Decision, 2022, 92, 647-675.	1.0	3
24	Risk in Negotiation. , 2012, , 278-292.		1
25	Learning to Detect Change. SSRN Electronic Journal, 0, , .	0.4	1